



# PAUL JOEL

CREATIVE / ART DIRECTOR / DESIGNER

## ONLINE PORTFOLIO

www.pauljoel.com

## EMAIL

pj@pauljoel.com

## MOBILE

07920 403 459



## KNOWLEDGE

Creative strategy, creative thinking, conceptual thinking, strategic thinking, creative problem solving, art directing, graphic design, interaction design, illustration, art working, UI & UX, video editing, colour theory, typography, printing, Wacom, GREP.

## SOFTWARE

- Adobe InDesign ●●●●●●●●
- Adobe Photoshop ●●●●●
- Adobe Illustrator ●●●●●●
- Adobe XD ●●●●
- Adobe After Effects ●●●●
- Adobe Acrobat ●●●●●
- iMovie ●●●●
- Pages ●●●●
- Numbers ●●●●
- Keynote ●●●●
- Word ●●●●
- PowerPoint ●●●●
- Excel ●●●●

## BIO

Passionate | Creative | Innovative | Motivated | Disciplined | Organised | Responsible | Helpful

I am a passionate and highly motivated creative with exceptional command of visual and communication design principles who surpasses client expectations with outstanding end results. I am a conceptual thinker with a meticulous eye for detail who contributes innovative and practical solutions whilst remaining calm and focused under pressure. I am highly organised, proactive and reliable, with excellent time management skills, delivering multiple projects on time, to a high standard. I have excellent interpersonal skills and the ability to lead, collaborate and support. I have excellent problem-solving and listening skills, and respond positively to feedback. I approach all projects with passion, experience and creativity, while using best practices and applying the correct art direction to utilise the most effective processes. My references are available upon request.

## EMPLOYMENT

Construction | Charity | Hospitality | Creative agency | Publishing | Printing

- 2017 **VINCI CONSTRUCTION UK** | Construction | Watford  
**Graphic Designer**  
Working across a range of media, creating marketing and communication collateral from design concept to final product.
- 2017 **THE CHARTERED QUALITY INSTITUTE** | Charity | London  
**Editorial Designer**  
Designing and editing 'Quality World', a monthly members' magazine, whilst also generating new ideas and commissioning Illustrators for the magazine features.
- 2015 **AMAZING VENUES** | Hospitality | Stokenchurch  
**Graphic Designer**  
Creating innovative designs, whilst also refining existing work for print and online use to market the brand.
- 2014 **CAMPAIGN WORKS** | Creative Agency | Hatfield  
**Conceptual Designer / Art Director**  
Conceptualising ideas for print and screen use for large and high profile clients.
- 2012 **LYCEUM** | Publishing | London  
**Art Director / Designer**  
Designing 'Bluff Europe', the world's number one poker magazine and 'Jackpots Review', an online slots games magazine whilst also creating content for marketing and live events.
- 2008 **PRONTAPRINT** | Printing | St Albans  
**Lead Graphic Designer**  
Designing content for print and online use for both business and private clients.

## EDUCATION

College | University | Online

- Present **CONTINUING PROFESSIONAL DEVELOPMENT**  
LinkedIn Learning
- 2005 **GRAPHIC DESIGN AND ILLUSTRATION**  
University of Hertfordshire | (BA Hons)
- 2002 **NATIONAL DIPLOMA GRAPHICS**  
West Herts College | Distinction
- 2001 **GNVQ ART & DESIGN INTERMEDIATE**  
West Herts College | Merit

## INTERESTS

Design, art, music, TV, movies, technology, science, psychology, economics, history.