

JACK MORRISON - GRAPHIC DESIGNER

PROFILE

A Graphic Designer with extensive experience in delivering photographic and video projects, creating illustrations and animations and successfully producing and managing client content on social media. A graduate from The University of The Arts London (with 2:1 Honours) now producing industry-standard results. Whether taking the lead or working collaboratively, I bring a strong attention to detail, excellent communication skills, and an unwavering commitment to delivering quality work on time.

ATTRIBUTES & SKILLS

Confident taking lead or direction · Excellent team player · Attention to detail · Communication Skills · Time management · Adaptability · Collaborative · Genuine Passion

Fluent across Creative Cloud · Advanced in Photography & Videography · Video/Photo editing & colour grading · Experienced in managing social media · 3D experience · Interior Design experience · Illustration & Animation · Printing/Embroidery

EXPERIENCE

OFFICE UK AW23 WOMENS CAMPAIGN - SOCIAL MEDIA - AUG 2023

- Technical Assistant & Social Media work for OFFICE UK.
- Created natural and trending videos for OFFICE social media platforms promoting a series of selected products.
- Created Behind the scenes content of the OFFICE AW23 campaign.

LONDON COLLEGE OF FASHION - VIDEO EDITOR - MAY 2023

- Edited hours of runway footage for the celebration of London College of Fashion's new building opening.
- Implemented video editing techniques to create engaging and captivating content.
- Collaborated with the team to ensure the final product aligned with the creative direction and storytelling goals.

THE ARCADE HATTON GARDEN - ART DIRECTION - SEP 2021 / JUL 2022

- Led branding and interior design for The Arcade, resulting in a visually stunning space with 45+ stalls.
- Translated client's vision into engaging brand identity, including logo, typography, colour palette, and aesthetic.
- Designed space strategically to maximise customer flow and enhance shopping experience.
- Collaborated with vendors and stakeholders for timely and effective implementation.
- Managed project from conception to completion, demonstrating exceptional project management skills.
- Increased customer engagement by 30% through visually captivating design.

NO.25 JEWEL GARDEN - ART DIRECTION - OCT 2020 / SEP 2021

- Spearheaded complete rebrand initiative for Jewel Garden, modernising its image to appeal to a new audience.
- Led new digital marketing strategy implementation, increasing online profile by thousands in a short time.
- Collaborated with senior leadership to align rebrand efforts with company's overall strategy and goals.
- Conducted market research to identify emerging trends and opportunities in the jewellery industry to inform new brand and marketing strategies.
- Utilised graphic design, typography, and branding skills to create compelling visual identity.
- Demonstrated strong project management skills, juggling priorities and collaborating with cross-functional teams.

EXPERIENCE

H.SPRING PHOTOGRAPHY - FILM & PHOTOGRAPHY - 2014 / 2022

- Produced high-quality photography and video content for H.Spring Photography, specialising in weddings, funerals, studio work, and events.
- Utilised advanced photography and videography techniques to capture stunning images and footage, showcasing a keen eye for detail and composition.
- Collaborated closely with clients to understand their vision and ensure their expectations were met or exceeded.
- Managed multiple projects simultaneously, prioritising tasks and meeting strict deadlines.
- Built a strong professional reputation, resulting in repeat business and referrals.

LIVITY MARKETING AGENCY - JUNIOR CREATIVE - 2016 / 2018

- Worked as a Junior Creative at Livity Marketing Agency for 2 years, gaining valuable industry experience and developing crucial design skills.
- Collaborated with major companies such as Facebook, Netflix, and Nike on various projects.
- Applied lessons learned from this experience to enhance my university application and excel in my academic pursuits.

INFINITIVE COLLECTIONS - JUNIOR GRAPHIC DESIGNER - 2013 / 2016

- Started working at Infinitive Collections at the age of 16 as a leaflet distributor.
- Identified an opportunity to use creative skills and offered to redesign their branding and promotional literature.
- Redesigned the branding, promotional materials, and website, showcasing skills in graphic promotion, advertising, and branding.
- Conducted product shoots and provided a design service for personalised clothing, utilising creativity.
- Interacted with customers, made sales, and assisted in general shop management, showcasing teamwork and communication skills.

EDUCATION

KINGSTON CREATIVE ARTS COLLEGE - GRAPHIC DESIGN - 2015 / 2017

My extended diploma in graphic design was essential to my foundation learning of the subject. My time at Kingston College for Creative Arts was well spent as I graduated with flying colours.

Graphic Design Level 3 Extended Diploma

Grade: Distinction

UNIVERSITY OF ARTS LONDON - GRAPHIC DESIGN - 2017 / 2020

For my final major project at Camberwell UAL I focused on combining my passions for music and fashion in one - I had aimed to create a full 7 piece clothing collection for a brand I had planned to launch through the final show at University. Unfortunately covid hit during this season - and I was forced to reconsider my approach. I created a 3D runway show of the garments online catering to the trending themes that surrounded the 'Lockdown' in digital fashion. University was an essential part of my learning as a designer, and I was happy to graduate with an Upper second class honours.

BA (Hons) Graphic Design

Grade: 2:1