



# Claire Horne

BA (Hons), MA, MISTD

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**Hello**

I'm a multidisciplinary graphic designer who thrives on concepts and beautiful designs. I believe that intelligent and simple ideas are the foundation for creating successful designs. I have a passion for typography, layout, and identities. I enjoy creating graphics that can work across multiple platforms.

**Qualifications**

2011 – 2013	MA Narrative Environments, Central Saint Martins
2008 – 2011	BA (Hons) Graphic Design, Camberwell College of Arts
2007 – 2008	Foundation Art and Design, Ravensbourne

**Additional training**

CITB Health, Safety & Environment

Adobe ACA Photoshop Accredited, Morley College 2012

**Skills**

– Concept generation	– Print and digital
– Research and moodboard generation	– Layout design
– Design development	– Identity design
– Producing brand guidelines	– Exhibition design
– Artworking	– Presentation design
	– Collaboration

**Awards**

Entry won to the International Society of Typographic Designers (MISTD), 2017

**Technical skills**

– Using Mac and PC	– Final Cut Pro
– Adobe Photoshop	– Google SketchUp
– Adobe Illustrator	– Microsoft Office
– Adobe InDesign	– Keynote
– Adobe Dreamweaver	– HTML and CSS knowledge
– Adobe Lightroom	
– Adobe Flash	

**Employment**

October 2017 – Present	Imprint group – Lead Creative Graphic Designer
	Creative graphic designer for Imprint Group, one of the UK’s leading manufacturer and supplier of point of sale (POS), point of purchase (POP) and large format outdoor media.
	Working primarily for Jaeger – a world class, contemporary British fashion brand. Managing all visual expression of the brand and making sure it is translated across a variety of media – packaging, windows, point of sale, promotional campaigns, logos, brochures, leaflets, direct mail, press packs, and advertising.
	This involves working with the marketing and visual merchandising teams. Researching, developing and designing new window display and campaign concepts and graphics. Producing visuals of window designs for mainline and concession stores. Creating window layouts and POS for varying store sizes across the business. This involves having to work at pace and deliver to critical paths and deadlines.
	I am able to take all designs from concept right through to delivery. Artworking for large scale and for print ready graphics / imagery.

April – October 2017	Waterstones – Mid Weight Graphic Designer
	Working on all E-commerce customer facing platforms and campaigns. Developing a strong and consistent visual identity and redefining how they sell books online aesthetically. Working on a wide variety of projects, the creative direction of campaigns, maintaining brand guidelines and producing compelling design solutions whilst delivering outstanding visual content across multiple platforms and devices on a daily basis.
January 2014 – April 2017	Easy Tiger Creative – Graphic Designer
	Working in a multidisciplinary design studio on a wide range of cultural and commercial projects. Ranging from branding to exhibition design. Working throughout every design stage – pitches, research, concepts, design development, artworking and production. Collaborating and liaising with 3D designers, clients, consultants, subcontractors and working independently. Clients included the National Trust, Dublin Zoo, the British Library, and the Football Association (FA).
August – November 2012	Bibliothèque Design – Graphic Design Intern
May – August 2012	Studio Frith – Graphic Design Intern
July – August 2011	Bexley Council – Freelance Graphic Designer
February – April 2011	Bexley Council Graphic Department – Graphic Design Intern