



CHETNA MCGUINNESS

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PROFILE

With over 15 years experience delivering creative solutions and driving brand engagement across digital platforms and print campaigns. Growing success in directing creative solutions and implementing a broad range of creative projects from conception to launch, including advertising, web applications and brand campaign strategies.

PERSONAL SKILLS

Creative spirit
Professional
Motivated
Organised
Team work
Fast learner
Problem solver

TOOLS

Adobe Creative Suite
Sketch
InVision
HTML, CSS and PHP
CMS
Keynote
Microsoft Office
Windows and Mac

SPECIALITIES

Natural problem solver with a creative and practical head. Working with designers and developers to challenge and explore ideas whilst respecting brand values and design standards. Building great working relationships between clients and exploring innovation to enhance brand experience. And mostly importantly, always willing to listen and learn more from peers.

EXPERIENCE

2018 - Current Freelance Creative
Cold Bear Ltd, London

As a freelance designer working on flyers, invitations, corporate brochures, brand identity and pixel perfect assets across the technology, start-ups, hospitality, construction, music and interior sectors.

2011 - 2018 Creative Designer
International and Investment Bank, Williams Lea Tag, London

Directed and motivated a team of digital and graphic designers to elevate the brand and producing outstanding design for a global client across digital and print projects. As the central studio, I oversaw the design of all bank communication from the internal and offshore teams, I worked closely with client to understand their briefs and create fit for purpose communication. I implemented campaign strategies, produced concepts in storyboard and proof of concept format, and final artwork for print and online use.

I offer all-round support from brief taking, art direction and technical solutions. Being the point person for creative, I led the design for brand updates and re-brands, the creation of a Icon and Image library, corporate and internal communication, marketing brochures, newsletters, UI and UX, and event websites.

I supported the design and build for animation and video production, through script writing, storyboarding, asset creation and sourcing voice over talent. I created a style library to be used across digital applications such as company website, bank applications and IOS/Android apps

I was responsible for creative content, quality of design output and managing the brand asset management system. As brand ambassador, I supported the development of the brand guidelines and ensuring brand VI were protected and respected. I established a strong working relationships with product owners, marketing and designers.

Achievements

Creating and supporting the style library for all digital for the Bank
Launching iconography and infographic collection for on and offline use
Colleague engagement programme and press launch for Penny for London in association of the Mayor of London, Barclaycard.
Support the Best use of Agile outside of IT (CRES) award, 2017
Raising awareness of IT Accessibility award, 2016
Barclays Diversity & Inclusion award for Mental Health, 2014

SKILLS

Visual Design
Interaction Design
Storyboarding
User Experience
Project Management
Branding and Communication
Campaign strategy

EDUCATION

BA (Hons) Design &
Art Direction - 2.2
Manchester Metropolitan University

BTEC Foundation
Art & Design - Merit
Birmingham City University

A-levels:
Art & Design (B)
Mathematics (C)
Economics (D)
Halesowen College

11 GCSE's: A-C
Lordswood Girls' School

INTERESTS

Reading, knitting, cooking, travelling
and a general chit chat

REFERENCES

Available upon request

FEEDBACK

"Your work is the best I have ever seen
and you are the most inspiring person I
have worked with at Barclays.

Thank you for doing the things you did
and especially for the kind and caring
way you help people."

Michael Harte
Group Head of Innovation, Barclays

2007 - 2011 Graphic Designer to Team Leader
International and Investment Bank, London, Williams Lea Tag

As part of a in house team I worked on all Bank communication from Sales & Marketing, Events and customer facing. Working with client guidelines I produced print and online invitations, posters and adverts and brochure factsheets. I moved into a Team Leader role where I guided new designers and checked quality of work.

Achievements
Facilitate in the recent brand roll out
Trained in HTML, CSS and PHP
Promoted to Team Leader in 2009

2005 - 2007
In-house Graphic and Marketing Designer
Birmingham Hospital Saturday Fund, Birmingham
In this role I was solely responsible for producing all marketing and corporate design under FCA and compliance regulations. I was the first point of contact for advertising and print. Working on a range of marketing projects and supporting the marketing team as a whole. Focusing on design, print, website, company literature and various e-marketing activities.

2005 - 2006
Freelance Graphic Designer
Path (West Midlands) Ltd
Collaborating with the brand and marketing team I developed an identity for the charity. With a limited budget I supplied a brand user guide, logo and promotional literature.

2004 - 2004
Clients Services Assistant
Seven World Wide, Birmingham
Working and assisting on various major accounts, including print Glaxo Smith Kline and Johnson & Johnson. Understanding of the print process, ISDN, reprographics, trafficking and proof reading.

2004 - 2004
HR Assistant, Melville Exhibition & Event Services, Birmingham
Organising Union elections and HR events, Training Schemes and personal development programmes. I supported the HR team with planning events and internal programmes. I worked with in-house design team to produce event material.

1997 (placement)
Graphic Designer, Golley Slater Broker, Birmingham
On my two weeks placement I was tasked to produce a Corporate Identities. I presented a series of logo style for the client. I was able to work closely with senior designers and the Client Services team.