

# Kerry Leigh Joyce

I'm a London-based multidisciplinary designer creating brand identities and digital experiences.

## Education

- Bachelor of Fine Arts Degree in Graphic Design and Illustration, The University of Georgia, 3.9 GPA, Summa Cum Laude, 2001–2004

## Courses & further learning

- General Assembly, User Experience UX/UI course
- Soho Editors, After Effects beginner and intermediate courses

## Industry knowledge

- Strong design aesthetic across digital and print
- Conceptualisation
- Strategy
- Branding and brand development
- Brand application and implementation
- User experience and interface (UX/UI)
- Digital and social media campaigns
- Advertising
- Proposals and pitching
- Team leadership
- Project, budget and time management
- Leading client workshops, discovery sessions and research
- Storyboarding and animation
- Print production and artworking
- Sourcing and hiring suppliers, freelancers and sub-contractors

## Tools & technologies

### Design

- Adobe Creative Suite
- Microsoft Office

### Video and animation

- Adobe After Effects
- Adobe Premiere Pro
- Adobe Media Encoder

### UX/UI/IA

- Adobe XD
- Figma
- Sketch
- InVision
- Miro
- Google Analytics
- Clarity

### Project management

- Asana
- Monday
- Trello
- Basecamp

## Professional experience

### November 2022-Present: Creative lead, Qudo.ai, London, UK

- Creation of digital marketing campaigns including video and advertising, resulting in the conversion to paid services.
- Evolution of the current Qudo brand and development of brand vision and mission, tone of voice and brand guidelines.
- UX and UI for the Qudo SaaS product.
- Development of Qudo's enterprise marketing strategy to grow in the A.I. space.

### August 2021-October 2022: Design Director, Four Communications, London, UK

- Leading on digital, branding, UX/UI and print design projects - from initial ideation and strategy to the final deliverables.
- Taking charge of projects from concept to completion, communicating with clients, creatives and the digital team to ensure delivery of outstanding work – on time and in budget.
- Managing a small team of designers, UX specialists, developers and animators to produce impactful and memorable designs.
- Campaign conceptualisation and overseeing the roll-out of campaigns across digital, social, print, OOH, installations, TV, radio and other platforms.
- Expanding the company's digital offer by working with the wider integrated agency to discover and bring on new business opportunities.
- Successful proposal writing, presentation design and confidently pitching - acquiring new clients and securing retainers.
- Developing unique communications and employee engagement initiatives for B2B and B2C clients.
- Working within Four to evolve their brand and improve their digital presence.

### July 2017-August 2021: Creative Director, Marmelo Digital, London, UK

- Working within an Agile team to create intuitive UX and beautiful designs across a range of platforms and technologies: websites, branding, apps, VR and immersive, video & animation, site-specific installations and games.
- Leveraging the latest design trends and technologies to provide rich, memorable audience experiences.
- Client and project branding from concept to full roll out and implementation, including development of brand guidelines and other assets, digital and print deliverables, video and animation.
- Project management: scheduling and managing a small team of creatives and communicating with developers in design and build sprints. Coordinating budgets, freelancers and other vendors as required.
- Hosting workshops to gain in-depth understanding of client objectives.
- Conducting research on the latest in design and UX. User testing and interviews to ensure products meet user needs at every level and ability.
- Developing proposals, presentation decks and pitching.

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## Professional experience continued

### November 2015-June 2017: Art Director, Four MENA, Dubai, UAE

- Leading a small team of designers delivering integrated design and branding outputs to clients across four regions of the Middle East; UAE, Oman, Saudi Arabia and Qatar.
- Working closely with the integrated PR and marketing teams to cross-sell design services to bring in new business and increase company revenue.
- Creating region-specific design materials in observance of cultural norms, and working closely with translators to produce the highest quality dual language materials.
- Managing scheduling, budgets, allocation and suppliers to ensure projects are successfully delivered within tight timeframes.
- Recruitment and management of a regionally-based team of multilingual designers and copywriters.
- Pitching for and winning new clients across the region.
- Design of branded site-specific installations and events: signage, interactive, print, collateral, video and so on.

### August 2010-November 2015: Senior Designer, Four Communications, London, UK

- Working alongside marketing, creative and media teams developing cohesive integrated campaigns rooted in strong concepts for a range of UK and internationally-based clients.
- Emphasis on branding, infographics, CSR/annual report layout, internal communications, government, B2B and B2C marketing, and web design.
- Collaborating with copywriters, animators, developers and photographers to realise concepts across multiple media.

### May 2007-June 2010 Senior Designer, Soloflight Design, Atlanta, Georgia, USA

- Working directly with clients to design engaging custom publications focused on telling their individual stories across multiple media.
- Production of custom magazines from proposal stage through to editorial layout and print, and adapting these publications into interactive formats.
- Art direction of photography and illustration within the client's budget.
- Artworking and conducting press checks to ensure the highest quality product.

### February 2006- April 2007 Graphic Designer and artworker, The Ad Company, Columbia, South Carolina, USA

- Coordination of projects with account executives to produce advertising and marketing collateral to time and budget constraints.
- Output included brochures, direct mailers, billboards, web sites, web banners, and newsletters in keeping with clients' established styles and brand guidelines.
- Preparation of print files for proofing and production, artworking and conducting press checks to ensure the highest quality product.

### April 2004-february 2006: Graphic Designer and artworker, University of South Carolina, Columbia, South Carolina, USA

- Worked in-house with the University to achieve the greatest possible impact for its marketing, recruitment, internal comms and fundraising communications.
- Worked for a large number of different schools and developed their individual messaging while keeping campaigns aligned to the University's central identity.