

# Joel Southern

## Personal

07866 363 938 / itsmejustjoel@gmail.com / www.justjoel.co.uk

Senior Graphic Designer with extensive experience delivering clear, high-quality design across print and digital. Comfortable working in both agency and in-house environments, from concept through to final artwork. Known for a practical, collaborative approach, strong attention to detail, and supporting the development of other designers.

## Core Skills and Competencies

- › Delivery-focused designer with strong experience mentoring and supporting other designers.
- › End-to-end design capability across concept development, final artwork and production.
- › Advanced proficiency in Adobe Creative Suite, Figma, G Suite and Microsoft Office.
- › Practical use of AI tools (Claude, Midjourney, Firefly) to support ideation, refinement and workflow efficiency.
- › Working knowledge of HTML and CSS, enabling effective collaboration with developers.
- › High attention to detail with a strong understanding of brand consistency and print production.

## Employment History

### TLC Worldwide | 06.24 - to date | Senior Designer

- › Delivering pitch and live campaign work for large brands across FMCG and finance.
- › Leading the in-house company rebrand, rolled out across all global markets.
- › Designing and building client websites using a white-label website platform.
- › Developing social media and DM assets across the TLC UK market.

### The Key Support Services | 01.22 - 05.24 | Senior Designer

- › Acting as brand ambassador and design lead across the business.
- › Implementing a new visual identity including creation of new brand guidelines.
- › Working on various marketing campaigns across the marketing team.
- › Leading the creation of marketing collateral across brochures, email communications and advertising.
- › Mentoring team members and supporting them with understanding of visual design principles.

## **Freelance Senior Designer | 2021**

Working across agencies and in-house teams on branding, campaigns and pitch work.

### **M&G Investments | 09.21 - 12.21 | Freelance Senior Designer**

- › Producing re-branded collateral for the Prudential brand.
- › Meeting with clients, discussing new briefs and time management of deliverables within the studio.

### **Make it Clear | 07.21 - 08.21 | Freelance Senior Designer**

- › Creating design solutions for many of the pillar clients within the agency.
- › Meeting with clients, discussing new briefs and time management of deliverables within the studio.
- › Leading on internal branding updates, including social media creative, brand messaging and visuals.

### **Prescript Communications | 03.21 - 05.21 | Freelance Senior Designer**

- › Leading the launch of new company branding.
- › Creating decks along with marketing material for company pitches.
- › Managing a team of designers and supporting them with the branding roll out.
- › Meeting with client services team to discuss projects and time frames.

### **J. Murphy & Sons | 03.19 - 05.20 | Senior Designer**

- › Implementing a refresh on brand guidelines for Murphy and leading the roll out across the company.
- › Mentoring team members and supporting them with the branding roll out.
- › Creating a new briefing system within the marketing team for all design submissions.
- › Refreshing the Murphy brand photography style and taking all in-house photography.
- › Working on marketing collateral, ranging from brochures, toolkits for bids and advertising.
- › Meeting with sector heads to discuss projects and time frames.

### **GAMA Healthcare Ltd | 09.17 - 03.19 | Senior Designer**

- › Leading the creative delivery of product launches, working with teams across the business.
- › Creating packaging from concept through to final design and production.
- › Line managing and mentoring designers, supporting concept development and design execution.
- › Project managing and delivering a refreshed visual identity for the GAMA brand.
- › Managing team workflows and holding regular check-ins to review priorities and capacity.
- › Working closely with the in-house copywriter on messaging for GAMA marketing materials.

## **Hobbies & Interests**

I have a strong passion for music and art and am an avid photographer, with a solid understanding of photographic processes. I have applied these skills both commercially and within freelance work.

References furnished on request