

## Me

Jenny Chapman  
London & Hertfordshire  
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## Software

CC InDesign	★★★★★
CC Illustrator	★★★★★
CC Photoshop	★★★★★
After Effects	★★★
Sketch	★★★★
Figma	★★

## Education

BTEC Diploma in Graphic Design,  
Northampton University,  
1986 – 1989

Eight O levels, Campion School,  
Northamptonshire, 1981 – 1986

## About me

A designer with extensive print & digital experience in the advertising and marketing sector, I have excellent mac skills, a strong passion for typography and a keen eye for detail. Fast and efficient, I'm a good all-rounder and work well under pressure both independently and as part of a team.

## Experience

### Senior Designer | 2016 – present

» **Tesco:** following a successful 3 years freelancing at Tesco, I took on a full time role as senior designer in the marketing team. Alongside email and digital display advertising, I have also been successfully leading a project to improve our printed Loyalty comms (Clubcard direct mail) to ensure doorstep standout and grow open rates.

### Freelance designer, Jenerator Ltd | 2008 – 2016

- » **Tesco:** redesign Tesco emails which were dated, inconsistent and not responsive. Produce supporting digital guidelines for email and serve as the key advocate of best practice for email comms. Take the lead in devising components for email in the DDL (Digital Design Language) development project alongside the senior UX team. During the 2015 major rebrand I worked closely with the lead brand team to ensure all digital assets follow the new brand design standards and UI principles to give customers a consistent experience across all Tesco digital comms.
- » **Kitkatt Nohr Digitas:** design digital assets for clients including Sky, Nissan and Starbucks. Plus Direct Mail/print for Waitrose, Sky and Dogs Trust.
- » **Proximity London:** digital & print design for Lloyds Bank, Royal Mail, P&G, Aviva and Shell. Instrumental in developing guidelines for Bank of Scotland's major rebrand.
- » **EHS 4D:** art direction and design for Tesco Clubcard direct mail
- » **Chemistry:** creative development and design for Emirates and Orange clients
- » **M&C Saatchi:** designing advertorials for worldwide guidelines toolkit for Glenmorangie
- » **The Creative Consultancy:** digital & print design for Parcelforce and Royal Mail
- » **Sense London:** design promotional activity & experiential pieces for Tilda and Häagen-Dazs
- » **Geronimo:** digital & print design (banners, DM, press) for Direct Line, SEAT, Weight Watchers
- » **Watson, Phillips & Norman:** designing various banners, emails and DM for Which.co.uk
- » **Wax Comms:** designs for promotional activity for Southern Comfort and McVities

I've also worked with **BD Network** (Nintendo), **Elvis** (various clients including Virgin media), **Momentum** (Russian Standard Vodka), **Space** (Bodyform), **SOUK** (Flybe), **Hangar Seven** (Argos), **Iris** (Magnum), **TK Maxx** (instore POS and display material), **GOAL** (visualising experiential activity for Ferrero, Nivea, Walkers and Nutella), **Sky** (inhouse design)

### Designer/Art Director | The Big Kick | St Albans, Hertfordshire | 01.08 – 10.08

Design and art direction for sales promotion, POS and experiential campaigns for mainly FMCG clients. Directed several Birds Eye photoshoots working closely with the ATL agency creative. Designed, art directed and wrote copy lines for a new product launch from Bodyform including POS, online banners and microsite. Designed, art directed and wrote copy for several DM and other pieces for Nivea. Also worked on Muller, Hovis, Becks, Walkers & T-Mobile.

### Senior Designer | Tequila\London (merged with GGT\TBWA) | 08.01 – 01.08

Designing and producing collateral for a wide variety of integrated campaigns for clients including Prudential, Abbey, Canon, Carbon Trust and The Army. Heavy involvement in numerous pitches and guideline development. Instrumental in developing BTL guidelines for Prudential, plus wrote and produced the entire BTL guidelines for Chevrolet Europe.

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**Designer | GGT\TBWA | 11.98 – 08.01**

Designing polished mac visuals from rough scamps. Heavy design and typography input. Varied projects as above. Working to tight deadlines across multiple disciplines for clients including NatWest, Prudential, Unicef, Vauxhall, npower and Marks & Spencer.

**Designer | Renaissance Graphics London | 10.97 – 11.98**

Working independently as a member of this small agency on a broad range of projects from design to finished artwork.

**Creative Artworker | Complete Group London | 01.94 – 10.97**

Design & artwork for Argos, Sony, Dixons and Curry's catalogues, plus Sky Magazine.

**Designer/Creative Artworker | Optus Communications | Sydney, Australia | 07.92 – 02.93**

Designing and artworking promotional material and various publications.

**Designer/Creative Artworker | Thompsons Newspapers | Northampton | 09.90 – 02.92**

Design, layout and artwork for several regional newspapers and magazines.

**Graphic Designer | Polydron UK Ltd | Northampton | 09.88 – 09.90**

Design and artworking everything from packaging, advertising and exhibition stands, to graphics for the company air balloon.

**Interests**

I enjoy writing and have written copy for projects on many occasions. I also had my first book published in 2006. Travelling is my passion. I've seen a lot of the world and plan to see a lot more.