

HARRIET SLEIGH

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I am an experienced graphic designer from London looking to further my career in design and art direction. I have worked professionally across a range of creative disciplines and my background in graphic design provides me with an acute attention to detail and composition skills. This combined with my personal practice of image making, photography and set-design means I am versatile and unrestricted as a designer. The strength of my work has always been in the originality of my ideas and having a good eye and wide skill set to realise these.

EDUCATION & QUALIFICATIONS

Royal College of Art 2015 – 2017

MA Visual Communication

Manchester School of Art 2011 – 2014

BA Hons Graphic Design – First Class Hons

Manchester School of Art 2010 – 2011

Foundation Diploma in Art & Design – Distinction

Drayton Manor High School 2003 – 2010

A2 Levels – Art, Geography & English Language

SHORT COURSES:

Central Saint Martins UAL,

Typography Course, Oct – Dec 2014

London College of Communication UAL

Digital Typography Course, Sep 2014

SKILLS

Highly proficient in Adobe Photoshop, Illustrator, Indesign & Premiere Pro

Graphic Design	Marketing Design	Typography	Sketch	Microsoft Office
Art Direction	Branding	Photography	Prop Styling	Google Suite
Digital Design	Editorial Design	Lightroom	Set Design	Concept Development

EXPERIENCE

Omio, Berlin

Oct 2018 – Ongoing

- Middleweight Designer - Responsible for developing the art direction for campaigns. Working with copywriters I create concepts for new campaigns, ideating art direction approaches and creating the initial graphic assets and campaign stylings which I then brief junior designers on for the full execution of assets.
- Recently art directed the photography and BTS video assets for an upcoming campaign. This involved being on set in Bulgaria for the campaign shoot to direct the photographer and videographer. Alongside this I designed the graphic treatment for all the digital assets of the campaign.
- Worked on Omio's presence at ITB 2020, providing the key concepts and overseeing the design of the booth and all graphics, from SoMe posts to printed ephemera for the stand and gifts for partners.
- As well as briefing juniors on tasks I use internal briefs such as event posters and communications as opportunities for feedback sessions and mentoring graphic design as a practice.
- Worked integrally on Omio's first product marketing campaigns for Italy and Spain, organizing and designing digital assets across all channels including billboard advertising.
- Completed promotional projects for Omio's rebrand, including a car wrap for a radio partnership and the composition of a 40ft wall-art.
- Further Responsibilities include new concepts and creative content for, PR, ASO, PPM and SoMe. I also often work with the video/animation team with art direction and design elements.

Thames & Hudson,
London
Jan 2018 – Sep 2018

- Junior Designer/Freelance Designer - Designing book covers for upcoming titles and reprints. At the end of my contract I was offered a full-time contract as a cover designer.
- Other tasks were art-working covers for print and marketing design tasks including designing booklets and event space graphics.

Reference: Johanna Neurath, Design Director. j.neurath@thameshudson.co.uk

Foxall Studio,
London
Nov 2017 – Jan 2018,
Aug – Sep 2018

- Freelance Designer – While at Foxall I worked on a broad range of projects undertaking tasks such as, image sequencing, creating animations, brand-specific image research, photo editing, creating infographics, and packaging design.
- As Foxall's work operates primarily within fashion I was tasked with designing line-sheets and look-books, editing film, and generating ideas and content for brand pitches.

Reference: Andrew Foxall, Founder. andrew@foxallstudio.com

FREELANCE

A Public Space,
Aug 2017 – Mar 2018

Graphic Designer – Developing a cover design template for a new series of books and magazine cover design Issue 26. <https://apublicspace.org/>

Kohl Kreatives
Jul – Oct 2017

Graphic Designer/Art Director – Art directing content for social media channels. Completing the ideation and execution of product photography from sourcing materials, product styling, photography and editing. I also designed a retail space for a pop-up store in London.

Green Running – Verv
Aug 2017 – Apr 2018

Graphic Designer – Designs for social media, crowd funding campaigns, marketing material, logo design, web design, and infographics.

SBTRKT
March 2016

Set Designer for a promotional Listening Event – Designing and building a martian type landscape based on the cover art of musician SBTRKT's 2016 album *Save Yourself. The Laundry*, Hackney

*Hodder & Stoughton/
JM Originals*
2015 – 2016

Cover Design Competition Winner 2015/Graphic Designer – *Generation* by Paula McGrath (2015), *The Account of the Decline of the Great Auk According to One Who Saw It* by Jessie Greengrass (2015), *Blind Water Pass* by Anna Metcalfe (2016) and *Marlow's Landing* by Toby Vieira (2016).

The Gild, London,
Oct – Dec 2014

Creative Intern – Worked on projects for multiple brands including MINI Cars and Sony, creating moodboards, infographics, presentation templates and undertook image-sourcing.

Others 2013-2014

Storey Studio, London - Set Design Internship, London Fashion Week 2014.
Realise, London - Design Internship. 2014.
Topman, London - Design Internship – Won through a competition brief set by Topman Design. 2013.

FEATURES & EXHIBITIONS

RCA Show 17 Degree Show – Royal College of Art, London – June 2017

The Reader Over Your Shoulder Exhibition – Tender Books, London – May 2016

Day for Night Exhibition – Hockney Gallery, Royal College of Art, London – May 2016

The Bookseller, 2015: <http://www.thebookseller.com/news/jm-originals-unveils-winning-launch-duo>

Creative Blog, 2015: <http://www.creativebloq.com/computer-arts/new-talent-manchester-school-art-degree-shows-61412060>

Intern Magazine, 2014: <http://intern-mag.com/harriet-sleigh/>