

# XANTHIA HALLISSEY

I am a Designer driven to work on meaningful projects. I've worked with a range of brands from the National Trust to McDonalds.

I take projects full circle, from interrogating briefs to developing concepts, designing and artworking. I'm an ideas person who tunes into the detail.

Pushing myself to develop new skills is something I love to do, and I have recently completed a course in Motion Design.

## WHAT I CAN DO

### Experienced:

- Creative concepts
- Art direction
- Design
- Picture research
- Artworking
- Analysing briefs
- Presenting work

### Currently developing:

- Motion design, storyboarding and animation

see  
next  
page  
for details

## SOFTWARE

### Regularly use:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator

### Currently learning:

- Adobe After Effects
- Cinema 4D

## CONTACT

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Bristol,  
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## PORTFOLIO

### My online portfolio:

[xanthiahallissey.com](http://xanthiahallissey.com)



## EDUCATION

Apr 2020 - Dec 2020

### **Motion Design: Created Academy**

#### *Highlights*

- Winning a pitch and managing a team to deliver the project.

2010 – 2011

### **MA Design Writing Criticism: London College of Communication**

#### *Highlights*

- Commissioning Editor for University of the Arts London magazine.
- Article published on [Design Observer](#).
- Editorial Internship at D&AD.
- [Exhibition in partnership with BT](#) (British Telecom).

2007 – 2010

### **BA (hons) Graphic Design: Kingston University London**

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#### *Highlights*

- Winner of [YCN](#) Student Award 2009.
- Award for outstanding Dissertation.

2006 – 2007

### **Foundation Art and Design: Wiltshire College**

- Distinction

2004 – 2006

### **A Levels: John of Gaunt School, Trowbridge**

- Art: A
- History: A
- Psychology: A

# EXPERIENCE

Sep 2020 – Jan 2021

## **Armadillo (Bristol)** **Freelance Designer**

- 4.5 month contract as a Digital Designer for Armadillo
- Main responsibility to design emails for McDonald's, including their 5 part Christmas campaign
- Other clients included Disney and Universal.

Sep 2019 – Sep 2020

## **Freelance Designer**

- Freelance designer for organisations such as National Trust and Royds Withy King.
- As well as completing a 9 month course in Motion Design with the Created Academy.

Nov 2018 – Sep 2019

## **Different Kettle (Bristol)** **Art Director**

- Art Direction for clients such as Toybox, Children's Hospices Across Scotland, Wildfowl and Wetlands Trust, Greenpeace and the Gurka Welfare Trust.
- Working with a copywriter to develop creative concepts.
- Design and execution of ideas, including direct mail.
- Working with designers and artworkers.
- Preparing presentations.
- Presenting to clients in person and via video call.

Jul 2017 – Nov 2018

## **Freelance Designer (UK and NZ)**

- Design for Auckland based agencies such as Parkside Media and Flexigroup, UK based law firm Royds Withy King and creative agency Different Kettle.
- As well as working as a receptionist for Babcock, New Zealand and travelling the country.

Sep 2013 – Jul 2017

## **National Trust (Swindon)** **Designer**

- Working as part of the in-house marketing team for the National Trust, Europe's biggest conservation charity.
- Creative concepts and development of ideas.
- Design for a wide variety of collateral, including bilingual designs (in Welsh and English).
- Presenting work to clients and stakeholders.
- Maintaining brand consistency across the board.
- Managing freelancers and delegating workload.
- Liaising with external agencies and suppliers.
- Artworking and preparing creative for print.

Aug 2012 – Sep 2013

## **Axon Publishing (London)** **Freelance Designer / Sub-Editor**

- Acting Chief Sub-Editor for a B&Q Brochure.
- Artwork and Sub-editing for M&S Home brochure.
- Working with a stylist to pick product for shoots.
- Managing project load and briefing freelancers.
- Ensuring brand editorial and visual consistency.

Jan – Jun 2013

## **Franklin Till (London)** **Freelance Copywriter**

- Writing about visual trends for publications such as Computer Arts Collection magazine, Viewpoint magazine and Heimtextil (for a textile fair in Germany).

Dec 2012 – Jan 2013

## **Dezeen (London)** **Editorial Internship**

- Researching and writing daily stories for the Dezeen website about design and architecture.

Jan – Jun 2012

## **D&AD (London)** **Editorial Assistant**

- Project management for 2x D&AD Books.
- Commissioning content, managing project load and developing a rapport with high profile clients (personally contacting all 50 previous D&AD presidents including Neville Brody and Lord Snowdon).
- Commissioning artwork from 50 prominent artists, including Rankin, Miles Aldridge and Quentin Blake.

Nov – Dec 2011

## **Wexas Travel (London)** **Freelance Designer**

- Design, artwork and picture research for travel catalogues and Traveller Magazine.

Sep – Oct 2011

## **YCN (London)** **Editorial Internship**

- Writing content and positing it online for You Can Now.

Aug – Sep 2009

## **The Future Laboratory (London)** **Freelance Designer**

- Design and artworking for pitches and trend reports for a leading trend forecasting agency.