JOSEPH | TAYLOR

CREATIVE LEAD

SENIOR BRAND DESIGNER

PROFILE

Leamington Spa, Warwickshire

07840 155285 / hello@byjosephtaylor.co.uk

byjosephtaylor.co.uk / linkedin.com/in/j4ytee

16 YEARS IN DESIGN | 13 YEARS AS LEAD DESIGNER | PRINT / DIGITAL / MOTION

PROFILE / 01

Ideas with direction. Design with consequence.

Creative Lead and senior brand designer with 16 years' experience shaping identity, campaign and content systems across agency, retail and premium property. Thirteen years leading concept-to-delivery design at Fine & Country, trusted to present ideas, protect brand quality and deliver integrated work across print, digital, editorial and motion. A hands-on creative with calm judgement, rigorous craft and the ability to turn ambitious briefs into clear visual direction.

SELECTED WORK / CAMPAIGN / EDITORIAL / RETAIL / ENVIRONMENT



Campaign thinking carried across screen, print, publication and physical space.

SELECTED EXPERIENCE / 02

FINE & COUNTRY

Lead Graphic Designer / May 2012 - December 2025

- Led concept development and hands-on delivery across integrated campaigns, publications, advertising, e-marketing and sales collateral.
- Presented creative ideas and rationale to clients, senior leaders and stakeholders, turning feedback into stronger, on-brand outcomes.
- Directed simultaneous short- and long-term projects from brief to final artwork, maintaining consistency across corporate, campaign and promotional systems.
- Led video editing and multimedia delivery, collaborating with copywriters, photographers, developers and marketing teams.

CAREER SNAPSHOT

16 years in design

13 years leading design

360° print, digital, editorial & motion

CREATIVE LEAD VALUE

Concept-led. Hands-on. Delivery focused.

Senior creative judgement, clear visual direction and meticulous execution - from first brief to final artwork.

02

A hands-on lead who stays close to the work.

HOLLYWOOD MONSTER

Graphic Designer / Artworker / June 2011 - May 2012

- Developed campaign artwork and production-ready assets within a fast-moving large-format graphics environment.
- Balanced creative intent with precision, scale and production constraints for clients including Westfield, Kurt Geiger, Primark, Schuh, Yamaha, Mercedes, Sony and Birmingham City Council.

LLOYDSPHARMACY

Graphic Designer / February 2010 - March 2011

- Designed nationwide monthly promotional kits and point-of-sale materials, generating multiple concepts against fixed retail deadlines.
- Produced national press advertising for titles including The Sun, Daily Mirror, Daily Mail, News of the World, OK!, Woman and GQ.

CORE CAPABILITIES

01 Creative direction
02 Concepts & campaigns
03 Brand systems
04 Typography & editorial
05 Print & production
06 Digital & social
07 Motion & video
08 Stakeholder presentations
09 Creative quality control
10 Photography & artworking

HOW I LEAD

01 / FRAME

Clarify the audience, objective and decision before design begins.

02 / DIRECT

Build a visual idea strong enough to work across every channel.

03 / ALIGN

Present rationale clearly and invite the challenge that improves the work.

04 / FINISH

Protect concept, craft and production detail all the way to delivery.

SELECTED BRAND EXPOSURE

Fine & Country / Westfield / Kurt Geiger / Primark / Schuh / Mercedes / Sony / Yamaha
Lloydspharmacy / Birmingham City Council

EDUCATION

University of Brighton
BA (Hons) Graphic Design, 2:1 / 2005 - 2008

TOOLS + MEDIA

Adobe Creative Cloud / Microsoft Office
Front-end web / photography

PORTFOLIO

BYJOSEPHTAYLOR.CO.UK

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