

# AMY HOY

## CURRICULUM VITAE

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### ABOUT ME:

I am a graphic designer with 5 years industry experience. In this time I have worked on a range of projects developing my skills in concept development, branding and art direction. Clients have recently included Abbott, Agilent technologies, Lilly and clearKlens and also in my broader career abbVie, Grunenthal, Roche Sony Music and Sky.

Central to my work, is the ability to identify key messages and ensure they are captured in creative designs that resonate with the target audience and stand out within a competitive marketplace. Using my passion for brand strength to ensure cohesion and immediate recognition across the breadth of each brand's creative portfolio.

I am now looking for a new challenge, where I can continue to develop my creativity in an environment that supports growth. I am keen to continue to deliver work that clients are always proud to call their own.

### EXPERIENCE:

#### Graphic designer

**Weber Shandwick (IPG)**

**April 2016 - Present**

- Design for print, digital, social and experiential
- Pitching for new business. Presenting and delivering ideas and creative development to clients
- Taking ownership of projects, from initial development to delivery
- Managing multiple work streams and meeting deadlines
- Development of creative briefs with account teams and clients

#### Graphic designer

**Burson-Marsteller (WPP)**

**June 2015 - April 2016**

- Working as a key member of the new business team, refining strategy and messaging and developing creative concepts to convey ideas
- Liaising directly with clients, presenting ideas and communicating the creative process
- Responsible for all accounts with a design focused component, creating a variety of materials for campaigns

#### Graphic designer

**'nition design (inVentiv health)**

**July 2012 - May 2015**

- Design for print, digital and experiential
- Taking ownership of projects, from initial development to delivery, working with production and account teams
- Managing multiple work streams and meeting deadlines
- Presenting and delivering ideas and creative development to clients and account teams
- Creating materials within existing brand guidelines
- Working as part of a larger creative team, to find the best creative solutions; brainstorming, concepting etc.
- Looking for opportunities to develop my skillset, such as art directing a campaign photoshoot and broadening my knowledge of digital platforms and their possibilities

#### Freelance Junior designer

**Firedog Design**

**January 2012 - June 2012**

- Design for print including brochures and stationery
- Digital design including interactive forms and web banners
- Original design from new briefs and development of existing design following Brand guidelines
- New business project, researched, developed, designed and seen through to production
- Compilation of company pitches and presentations

#### Internship

**Lonno Creative**

**September 2011 - October 2011**

#### Internship

**Curb Media**

**June 2011 - August 2011**

### AWARDS:

- S.U.N award for Art Direction (Summer 2014)
- Short listed and highly commended for RSA Student Design Award (May 2011)

### EDUCATION:

#### First Class BA (Hons) Graphic Design

at the Sir John Cass Department of Art, Media and Design,  
London Metropolitan University

### PREVIOUS EDUCATION:

NVQ in Customer Service (2003)  
Foundation Certificate in Art & Design (2002)  
3 A-Levels Grade A-C, 9 GCSE's Grade A-C

### SOFTWARE KNOWLEDGE:

Indesign	-	Excellent
Illustrator	-	Excellent
Photoshop	-	Good

Microsoft: Word, Excel & Powerpoint

### REFERENCES & PORTFOLIO:

Available on Request