



# JackTaylor

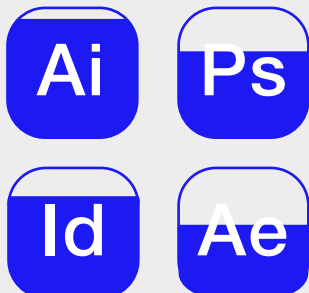
## ABOUT

I am a versatile graphic designer with a dynamic skill set encompassing both print and digital design. With a strong foundation in publishing, I have recently transitioned into the realm of corporate design, where I've applied my creative expertise to elevate brand identities and visual communication. My proficiency extends to a wide range of digital software, including graphic design tools and video editing software. I also possess a keen eye for motion graphics, enabling me to bring concepts to life through dynamic visual storytelling. My passion for design, coupled with a commitment to innovation, drives me to consistently deliver visually compelling solutions that resonate with audiences and meet the unique needs of each project.

## CONTACT

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## SOFTWARE SKILLS



## EDUCATION

BA (HONS) FINE ART  
Falmouth University  
2014 - 2017

FOUNDATION DIPLOMA ART  
AND DESIGN  
UCA Rochester  
2013 - 2014

## WORK EXPERIENCES

### GRAPHIC DESIGNER

Marsh  
October 2021 - Present

As a Graphic Designer within the Creative Services IMPACT team at Marsh, I work on many high-value RFPs, presentations and marketing work. The role is fast paced and deadline driven, requiring superior project and time management skills. On a daily basis, I manage multiple design projects concurrently to strict deadlines and ensuring the highest quality in design and presentation, while accommodating last-minute changes and feedback. Working with cross-functional teams in the business to develop design solutions that aim to understand the client's unique requirements and preferences, I am able to support the effective communication of complex business strategies and concepts to a diverse client base.

### CONSULTANT GRAPHIC DESIGNER

The Good Governance Institute  
March 2021 - October 2021

I played a pivotal role in enhancing the visual communication and brand representation of The Good Governance Institute. Collaborating closely with cross-functional teams and clients, my responsibilities included: brand development, visual content creation, client engagement, print and digital design and project management. I spearheaded the creation and evolution of branding elements, ensuring consistent and professional visual presentation of GGI's services. This included designing logos, corporate identities and brand guidelines. I produced a wide range of content, including infographics, reports, presentations, marketing materials, translating complex business concepts into visually engaging and easily digestible assets.

### CREATIVE DIRECTOR

Weddings and Honeymoons Media  
February 2018 - March 2021

My role as Creative Director for Weddings and Honeymoons magazine was crucial in bringing the publication to life through visual storytelling. I was responsible for creating and designing the visual elements that enhanced the magazine's content and engaged the reader. Gaining skills in art direction, I collaborated with photographers and illustrators to ensure their work aligned with the magazine's vision. I worked closely with the production team to quality check files for printing, ensuring formatting met industry standards. Working within tight deadlines to complete design tasks within the production schedule, I developed first rate skills in organization, time management and efficiency. Dedicated to making the magazine stand out in the market, I adapted to new design trends and technologies to keep the magazine's style contemporary and engaging.