

CONTACT

Flat 13,
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<https://natalicartmell.carbonmade.com>

<https://www.pinterest.co.uk/natalicartmell/typography/>

SKILLS

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Adobe Express

Powerpoint

Keynote

Acrobat

Monday (P.Management)

REFEREES

Available on request

AWARDS

Best graphic design portfolio at Griffith University in 1993

A gold DMA award 2013 for Virgin Media whilst working with RAPP

A silver IPM award 2017 for Braun multiquick handblender

NATALI CARTMELL / DESIGNER + STUDIO MANAGER

A London based design studio manager and designer with over 25 years' experience in advertising, OOH, print, direct mail, social, PR, sales promotion, experiential, branding, shopper marketing, web banners and front end web design



CAREER HISTORY

January 2023 to present: Freelance designer

Ketchum, Porter Novelli, Sotheby's, Sciterion, Link Health Group, Hamilton Brown, Byte, Bray Leino, Revolution Beauty, Businessfourzero, Isobel, Prism, Shoot the Moon, adam&eve, AS&K Communications

October 2022 to January 2023: Studio Manager at Virgin Media/o2 (contract role)

- Plan incoming design work from beginning to end
- Collaborating the management within various departments
- Balance timings and budgets
- Daily morning meetings to check on progress of jobs and if any additional resource is required so timings are met
- Daily admin: timesheets, job bags and trouble shooting
- Keep up to date with new talent to bring into the agency

January 2017 to present: Freelance designer and studio manager

Evidently, Odeon (in-house marketing), Kemosabe, The Labour Party, Oliver, LPK, Barclaycard (in-house), Maverick, BBH, The Online Studio, EG+, IMG, Interact Branding, AKA Promotions, Media 101, Anomaly, Brand Comms, McCann London, Selfridges (in-house), Blue Latitude, Cherry, Grey Healthcare, Ignis, Possible, Table 19, Pernod Ricard (in-house), Pulse, Trailer Park, Teads TV, Coty, Superunion, Gleeds, ICLP, Ogilvy, M&CSaatchi, Feast, DRS, Grey BASE, Noah, Spark44, Knight Frank

June 2016 to January 2017: Senior designer/studio manager at TLC Marketing London (contract role)

- Plan weekly workload within the London team
- A hybrid role as mostly studio management and when required help out with design tasks too
- Liase with the New York office and collaboratively work with their team managing projects
- Daily oversee of progress of projects/briefs within various departments (including freelancers)
- Liase with new business team
- Oversee font, imagery, stock licensing, master asset libraries and guidelines
- Daily admin: timesheets, job bags, trouble shooting and backup of jobs

January 2008 to June 2016: Freelance designer

Agencies: Banner, Wand, Momentum, Pepper, STA Travel, Mather, Steam, MWO, TBCH, BEC, Moving Brands, Iris, CHI, MCHI, Elvis, Mesh Marketing, Krow, Ogilvy Action, Presky Maves, Hothouse Marketing, Because, SFW, Arthur, Sectorlight, Joshua, Publicis, Beta, David and Goliath, RPM, LIDA, BD Network, Ruby, CMS, Dunnhumby, Saatchi X, TMW, Inferno, TBWA, Chocolate, Tequila International, Brave (Billington Cartmell), NWP, WDMP, The Alternative, Cheil, RAPP, Red Brick Road, Ignis, More Creative, G2 Joshua, Grey, Sapient Nitro, Smoke and Mirrors, Mars Y & R, Live and Breathe, Johnny Fearless, NKD Learning, The Gate, VCCP Me, Proximity, Geometry, Lowe Open, Rapier, A Little Bird, Me.Jpmh, Grey Healthcare, VCCP, Liquid Marque, Now, Havas Sport, TAG, TalkTalk, Fleishman Hillard, The Guardian

November 2003 to December 2007: Senior designer at Tequila

- Originally brought into the agency as brand guardian for the HP pan European account
- Direct mail, sales promotion, print, branding, online

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CAREER HISTORY

August 2000 to April 2003: Senior designer at Asylum

- Part of small design boutique agency in Clerkenwell working from concept through to print
- Branding, direct mail, packaging, print, branding, experimental

February 1996 to August 2000: Middleweight designer at Communicator

- Direct mail, sales promotion, print, branding

March 1994 to August 1995:

Junior designer at Peter Sexty Graphic Design (Australia)

- Corporate identity, branding, print



CLIENTS /BRANDS

Hugo Boss, Sky, Virgin Media, Diageo, British American Tobacco, Coke, Canon, Barclaycard, Talk Talk, Carphone Warehouse, Ernst & Young, Vodafone, Adidas, Hewlett Packard, BT, 3, The Army, Heineken, Carbon Trust, BBC, Sony Ericsson, Nissan, Chevrolet, Tesco, Samsung, Unilever, Deutsche Bank, Jack Daniels, Britvic, Cow & Gate, Morgan Stanley, Phillip Morris, Absolut Vodka, Prudential, Boots, Gala Bingo and Gala Casino, Abbey National, GE, Sainsbury's, Mars, Marlboro, Haagen Daaz, Masterfoods, Starbucks, Yellow Pages, G-shock, Guinness, Peroni, Heineken, VW, Philips, Pimms, Mini, Shell, Etihad, Pfizer, Magnum ice creams, RHS, Woodland Trust, Barclays, Butlins, Easyjet, Best Buy, Colgate-Palmolive, Braun, Herbal Essences, Président Cheeses, Imperial Tobacco, GRMA, Persil, Sunsil, Mercedes Benz, Odeon, Intel, Barclays, The Labour Party, Jumeirah Hotels, Pernod Ricard brands, Red Bull, Rimmel, O2, Waitrose, Wyeth, Jaguar, Land Rover, Tata Communications, Kia, Nivea, Spotify, Virgin Media/02, ESN



EDUCATION

2020

- Harvard University (online) Cognitive Fitness

1991 to 1993

- A first in Bachelor of Visual Arts (Graphic Design) Griffith University, Queensland, Australia

1986 to 1990

- Townsville Grammar School achieved A levels in English, Art, Ancient History, Accounting, Maths