

Phil Joyce

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About Me

I am a highly driven and motivated creative specialist, always giving 100% effort and focus to a project, regardless of size, budget, timescale or restrictions. I am very passionate about the work I do, and always take pride in everything I deliver. I am happy to work alone or in as part of a team. I maintain a high level of professionalism and a good sense of humour, even when under pressure. I am confident in managing a team but also happy to "muck in" where needed.

I have over 25 years experience using PC and Mac design, animation and web software. I am completely fluent in all the major design software packages and keep up to date with the industry trends. I have worked in the relaxed environment of an agency design studio, and also internally, clientside and I am comfortable with either.

I am comfortable client facing, dealing with suppliers and also in a pitch environment.

Software Skills

- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator CC
- Powerpoint
- Adobe Animate
- Adobe Dreamweaver CC
- Adobe After Effects
- Adobe Premiere
- Adobe XD

HTML, ASP, CSS, Wordpress

WORK EXPERIENCE

September 2022 - Current
Freelance Senior Designer

I am currently working as a freelance/contract senior designer, through agencies and my own client contacts. I cover a broad range of disciplines, from powerpoint through to HTML5 banners, to print, and animation for social/video. The majority of my current projects involve building and producing global end-to-end campaigns in multiple languages, from paid media banners to landing pages, to animated gif files and point of sale media.

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August 2019- September 2022
Senior Designer - Adjust your set (AYS) / OLIVER

Whilst at OLIVER, I worked closely on a number of accounts, providing senior design and creative support on brands such as Hertz, Barclaycard, Bombay Sapphire, Bayer and Unilever.

My day to day duties include working closely with project stakeholders and account managers to manage briefs and projects for a number of global markets in various languages. The diversity of the role meant I could have been working on anything from video edits, web banners and advertising to animated MP4s/gifs and consumer facing brochures and point of sale print.

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July 2015-July 2019
Creative Manager – Hertz Europe

The role was varied and wide-ranging. My main role was to lead and direct the creative output for the business across the EMEA. This was a far reaching role and projects were anything from an online banner campaign, livery for a Van or Car, a global brand awareness piece, down to a branch flyer or poster. I manage the allocation and oversee approximately 2500 design and artworking briefs per year, with of team of 4/5 in-house freelance designers of varying ability and skill. I managed a budget for the department and work as a liaison with 5 external suppliers who work on some strategy and design work for Hertz.

Key Achievements:

- Streamlined processes to allow a smoother workflow and more efficient handling of creative work.
- Managed the transition from flash to HTML5 for animation and advertising toolkits (including training and directing my team)
- Created a number of premium image and messaging toolkits for use by partners, franchisees and internal stakeholders, this ensured a common look and feel was used across the world.
- Overhauled the design style, messaging and quality of the Hertz Brand across Europe.
- Produced and designed the global Hertz "Brand Book"

Jan 2015-July 2015
Senior Designer – Hertz Europe

I worked as an in-house senior designer at Hertz head office in the UK. My role encompasses a large variety of deliverables, including advertising (on and offline) large format print, brochures, point of sale and animation. I am tasked with leading the creative direction of some of the most customer visible projects hertz takes on, including Wimbledon, and the quarterly sales projects. I also look after the department when the current design manager is away. This involves managing workload for 4 other designers, liaising with project stakeholders and ensuring deadlines are met and projects are delivered successfully.

Philip Joyce

Reference

"Simply put, it's all about creative and strategic solutions with Phil. Having had the pleasure to work with him across a variety of digital and online projects over the last year has assisted in both broadening and shattering the traditional boundaries of the medium. Working in close partnership with Phil we've managed to not only hit our goals and but also shatter the targeted ROI figures that were originally scoped out. I would highly recommend Phil Joyce for any program assistance in the digital arena and beyond if you're looking for someone to compliment award winning excellence as we've become accustomed to delivering; he was an integral part of the team make up and we couldn't have done it without him"

Liam M. Boyle
Vice President, Head of Partnerships
The Sound: Exploration Strategy
Innovation

"Phil is easy to work with and adaptable. He works well independently, and he also knows how to collaborate with designers and managers to successfully complete projects.

He is creative, can effectively interpret brand guidelines, and understands the importance of consistency.

Phil works particularly well on detail-oriented projects and has a good understanding of global nuances which are critical to regional marketing.

I'd be happy to work with Phil again in the future."

Rhonda Waite
Director Creative Services
Hertz Global

Qualifications & Education

Oxford College
Creative Design & Typography

Gosford Hill School, Oxford. GCSE.
Art & Design
Technical Drawing
Mathematics
English
Physics
Geography

March 2012- Jan 2015
Freelance Designer

I spent just under 3 years as a freelance designer, focussing on digital and print projects. I worked through a number of agencies, and also had my own clients. Some of my clients included Oliver Group (on-site), Troxy (Rebrand and launch of new website), Lucid Medical (on-site), NCE (launch of new website) and Jerram Digital.

December 2010-March 2012
Head of Digital – Catalysis Communications

I was brought in-house after various periods of successful freelance work. My daily duties were to support the various account teams in providing design and digital solutions to projects for clients such as Intel, Panasonic and Hitachi. This involves the production of web sites, email marketing, Facebook apps, video editing, flyers, case study design and layout for print. I also produced a number of infographics and have had two featured on dailyinfographic.com. I also redesigned and built the new catalysis website, which included a rebrand from an old corporate ID. The measured traffic increased by 400% in a year.

January 2008 - December 2010.
Freelance Digital Designer

August 2004 – January 2008
Senior E-Media Designer - April Six

January 2002 – August 2004
New Media Designer - Darwin Medical Communications

October 1999 – January 2002
New Media Designer - Integra Europe

February 1999 – October 1999
New Media Designer - SP New Media

February 1998 – February 1999
Freelance Designer

September 1997 - February 1998
IGW, London. Creative Lead Co-ordinator

May 1995 - September 1997
Johnson & Higgins Ltd, London. Corporate Designer

May 1994 - May 1995
ATTICA Cybernetics, Oxford. DTP Designer

May 1988 - May 1994
Inform Graphics, Oxford. Bureaux Operator/DTP Designer.