

Emma C Bayfield

Design & Illustration CV

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Employment & Experience

2018-2020

Graphic design (originally as full-time maternity leave cover; extended to a part-time permanent role)

VJV (Jules Verne)

Travel company offering innovative small group escorted tours around the world

Creation of marketing materials including offline adverts, brochures, leaflets and stationery using InDesign, Illustrator, Photoshop and Quickprint; creation of online banner adverts; design of customer magazine 'Four Corners'; image sourcing and managing image databases; illustration and graphic manipulation to produce maps, cut-outs, image enhancements and brochure covers; liaising with all associated departments such as Product, Marketing and Sales; liaising with printing companies and readying materials for print; maintaining the style and character of the brand in all aspects of design by following and developing the brand guidelines.

2013-2018; 2020-present

Freelance graphic design, illustration, copywriting, blogging & marketing for a diverse range of clients including:

Discovery Games UK

Specialising in outdoor treasure hunts and games for school trips, businesses (team building events), and private parties (stag and hen dos, birthdays, etc.) offering both prepackaged and fully customisable options

Design, illustration and multi-language layouts of booklets which accompany the trails and include activities, illustrated covers, maps and glossaries; design of indesign templates for customisable clue hunts; design and illustration of graphics for the website; design of marketing materials such as catalogues and exhibition banners; rebranding and logo design; copywriting and editing of creative content; field work (testing trails and helping with trail ideas); blogging and social media marketing.

Sharebee

Innovative startup company with green credentials, providing a platform for people to share and rent resources within communities

Logo design and brand development; vector illustrations for social media.

Mayor of London

London Curriculum Department

Design and illustration of 'Family Explorer Trail' booklets for key stage 2 and 3, adhering to strict brand guidelines while breathing fun and creativity into the booklets to make them appealing to children. Illustration of four characters in the style of an already existing character, sticking to a strict colour palette.

The Trafalgar Way

An initiative of The 1805 Club, providing information and educational resources surrounding the historical trail

Design and illustration of an educational resource pack including 'discovery', 'explorer' and 'activity' sheets for key stage 1 and 2 students, as well as the adult guide and supporting materials.

SapientNitro

An integrated digital marketing agency with a host of prestigious clients

On-site creative artworking during advertising campaigns for Sky and Vodaphone.

Evercise

A start-up company providing an online platform to connect fitness trainers and trainees

Design of automated emails, website vector graphics, leaflets and large exhibition displays, working within the parameters of their brand guidelines; copywriting for the website and automated emails.

Resolution Media

A prestigious global digital marketing company

Design and illustration of an infographic on a health topic, which was dispersed worldwide and is displayed on many health oriented websites.

Infocandy

A quirky company that creates promotional animations and marketing materials for businesses / brands

Creation of vector illustrations from storyboards for promotional animations; design of promotional materials for their clients such as flyers and bus stop banner advertisements; illustrations for a direct mail pack and animation for the charity RNIB, which had to be carefully designed with partially sighted children in mind; sourcing printers and arranging printing.

Acacia Cottages

A company that organises cottage weekends with activities for hen parties and other celebrations

Design of their new responsive website in keeping with their colour scheme and brand identity. Creation of a series of vector symbols to illustrate cottage features which were used throughout the site.

2008-12

Permanent role as an in-house graphic designer and illustrator

Mantra Lingua

Publishing house specialising in multilingual children's literature and learning resources, using "TalkingPEN" technology to create interactive and multisensory resources which "bring sound to paper"

Starting off as an intern and then being promoted to the full-time, sole designer, I designed for print, web and software. This highly diverse role involved: creating (conceptualising, writing, designing & illustrating) fun and educational resources for children, covering many topics; picture book layouts in multiple languages; cover design; activity page design; artworking commissioned illustrations; designing promotional materials such as catalogues, magazine advertisements, leaflets & exhibition displays; designing for the visually impaired (in partnership with RNIB); designing specifically for ELT and SEN; liaising with editors, software developers, printers & clients; some editing, proofing & copywriting.

Education

2004-7: University of Leeds

BA (hons) Creative Writing with electives in Visual Media & Psychology – 2:1

1997-2004: Hampstead School, London

A LEVELS: Fine Art - A; English Literature - A; English Extension - Merit; Geography - A

Technical Skills

Professional knowledge

Adobe Photoshop; Adobe Indesign; Adobe Illustrator; Microsoft Office

Working knowledge

Adobe After Effects; Adobe Premiere Pro; Shopify; Mailchimp

Personal Interests & Projects

I have illustrated and published a children's book 'The Dappled Flap Warbler'.

Canvas painting, sketchbook doodling, greeting card design, crafting and upcycling.

I am driven in general by all things creative that bring people together and form a rich culture, such as music and festivals, art and crafts, design and literature. I also write prose and poetry as a hobby.

I am inspired by the natural world and the creatures we share it with. I love hiking, camping, cycling, motorcycling, canyoning, climbing and other outdoor activities, and take a keen interest in sustainability.

I am fascinated by cultures across the world and love adventure, holding the belief that a diversity of experiences and pushing oneself to new boundaries is character-building. This has led me to embark on several big adventures including a 10-month trip in South America travelling by coach, boat and motorcycle, a 3-month trip in Asia-Pacific and a 2-month trip in Thailand and Myanmar.