



Lee Jackson

GRAPHIC DESIGN & ART DIRECTION.



ABOUT LEE

Lee Jackson is a **creative pro & designer** based in ~~rainy England~~ sunny Dubai, UAE, with over 12 years of experience — some of it in design. He is passionate about beautiful, clean, usable, and effective marketing and brand design. With his creative super powers in brand ownership, obsession with fonts, colour and the finer detail, Lee is helping the world become a more beautiful and nicer place — **one project at a time.**

When he's not working or writing in 3rd person, Lee enjoys spending time with his wife and friends, watching movies, hanging out with his dog Meg, (a Jack Russell terrier) golfing, pretending to be a footballer and rocking out with a guitar and a 'good ol sing song'.



Polite, friendly and inquisitive with great ideas and design sense, humble enough to do the menial design tasks and skilled enough to work on the best...



View my work and portfolio:

www.leejacko.com

CONTACT LEE

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WORK HISTORY

SENIOR GRAPHIC DESIGNER / ART DIRECTOR

June 2018 - Present - Dubai, UAE



Providing graphic design and art direction services for various Dubai and UK based companies including Clear Water, Start Design, The Enable Group, REED, Radisson Hotels, Dubai Football, FELDHUES GmbH and more, providing creative graphic design and art direction skills to match requirements.

- A Dubai based graphic designer and creative. Using excellent typography, layout and design skills along with the core CC graphic design programmes to create and deliver ideas and creative concepts.
- Working on the graphic design and art direction of all advertising, marketing and branding campaigns for various clients ensuring they fit an overall brand strategy.
- Designing and establishing strict brand guidelines and creative templates for standards across various marketing materials: including advertising, both ATL and BTL, websites, proposal documents, quotations, social media, staff uniforms, vehicles and all aspects of corporate look and feel.
- Working with the Marketing, PR and design teams in establishing creative look and feel of advertising, articles, imagery, social media strategy, web mailers, flyers, campaigns and the overall marketing & brand awareness.
- Creation and publication of all marketing material in line with marketing plans.
- Responsible for all aspects of brand management and corporate identity
- Monitoring and reporting on the effectiveness of all marketing avenues.
- Working closely with 3rd party vendors, printers and associated suppliers.

ART DIRECTOR / SENIOR VISUALISER

April 2016 - Jan 2018 - Global Team Blue - Media City, Dubai, UAE

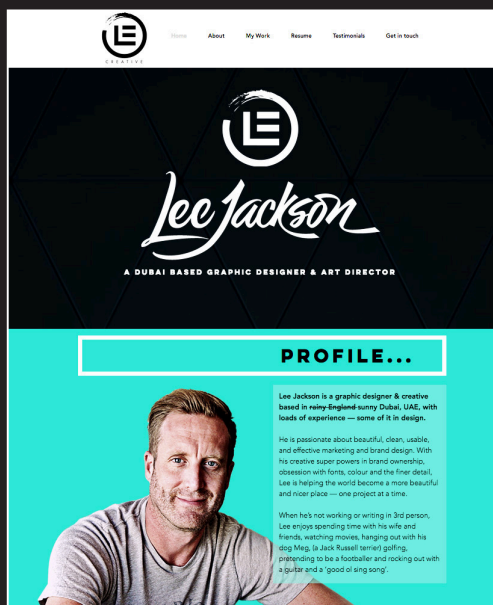


*Global Team Blue (GTB) is a Full Service Agency and part of WPP. All GTB work is focused on their flagship client **Ford Motor Company.***

Created 'on brand' graphic design solutions from concept through to completion on various **Ford** briefs. Responsible for developing and creating both digital and print designs for a wide range of Ford Middle East print and online campaigns, billboards, hoardings, publications and general advertising across the region.

ART DIRECTOR RESPONSIBILITIES:

- Working to strict **Ford Global brand guidelines** - creating designs, concepts, and layouts for a broad range of media channels including billboards, OOH media, print, TV, Radio, exhibits, presentations, social media, installations, digital banners and the regional **ford.com** websites.
- Provided high quality graphic design, art direction and marketing ideas for various Ford GTB creative team briefs, inspiring and generating multiple concepts for regional Ford Middle East campaigns.
- Daily meetings and brain storming sessions with the Executive Creative Director, Ford Marketing Management and my fellow creative team members for project kickoffs.
- Worked and co-ordinated efficiently to get the best out of Ford Middle East suppliers (e.g. Photographers, printers, 3rd parties) and production studio to get the very best finished result.
- Generated ideas, scamps and mock ups for Ford Middle East presentations.



A BIT MORE ABOUT LEE

Hi, I'm Lee...

A Dubai based professional graphic designer and art director with a solid proven ability to create and manage design and art direction for a wide variety of marketing channels.

I have excellent design skills creating layouts, illustrating and designing with the core graphic programs including InDesign, Photoshop and Illustrator.

Skilled and creative, I have proven expertise in artwork creation, design direction, sketching, branding, client briefings, team leading and various creative tasks making me a valuable member of any design team.

Check out some of my work and designs at:

www.leejacko.com

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Lee Jackson

“ For some great testimonials from my previous employers and more, see me on LinkedIn or visit my portfolio at www.leejacko.com ”

WORK HISTORY

(continued)

ART DIRECTOR / CREATIVE

March 2013 – April 2016 – Media City, Dubai, UAE

Auto Trader

Auto Trader UAE is the Middle East's leading authority in the world of Supercars and luxury automotive advertising.

It wasn't all driving and photo-shooting super-cool cars though, it was my job to come up with and execute our design, creative, and branding and advertising projects whilst also working real closely with the head of Marketing & the PR team in producing massive print and online brand content associated with the middle east automotive industry.

ART DIRECTOR RESPONSIBILITIES:

- Designing and working on the creative strategy for the entire line of BTL and online services and advertising programs, providing quality control over Auto Traders concepts, advertising, marketing and social media presence.
- Working with the Marketing, PR and Editorial teams in establishing creative look and feel of advertising, articles, imagery, social media strategy, web mailers, flyers, campaigns and the overall marketing brand awareness.
- Lead member of the creative team in developing and overseeing design concepts that meet the objectives of Auto Trader and those that advance the business strategy.
- Generates ideas, scamps and mock ups for presentations along with pitching and proposals to the various luxury automotive manufacturers.
- Full involvement in the art direction of Auto Trader photoshoots and filming.

ART DIRECTOR

September 2011 – February 2013 Dubai, UAE (Freelance)

Working within and alongside creative departments for various Dubai based companies including Motivate Publishing, The Design Company, REED and FELDHUES.

- Skilled, creative Apple Mac user (iMac 27" and Mac Pro).
- Extremely proficient in InDesign, Photoshop, Illustrator.
- Fast, design intelligent & articulate – able to work under pressure.
- Very strong typography, colour, layout and design skills.
- Knowledge of image formats, colour modes, cutting guides, spot colours and the all print production processes.
- Well presented with client facing /pitching experience.

ART DIRECTOR @ GEMINI

GEMINI

2004 – 2011 • Northamptonshire, England

- Leading the design team for a print and design company, using excellent typography, layout and design skills along with the core graphic design programmes to create and deliver ideas and creative concepts.

GRAPHIC DESIGNER @ TRINITY MIRROR

Trinity Mirror

2001 – 2003 • Northamptonshire, England

- Graphic designer for a prestigious and well respected busy newspaper.

EDUCATION

Leeds Metropolitan University – HND Multi-Media Technology

Aston Commercial Training – NVQ Level II Business Administration

Northampton College – BTEC Visual Art and Design Diploma • A Level Art and Design

MORE STUFF...

I'm friendly, inquisitive, hardworking, humble, eager and passionate. I'm also a really keen sports fan and enjoy playing golf, football and cycling.