

Hello! I'm illy

Art & Creative Director



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www.ideailly.com

About me

As a seasoned (**+20 years**) and award-winning (**print and digital**) creative, I am a passionate leader with a proven track record for translating complex ideas into slick, successful visual identities and campaigns for my clients.

I've worked on global campaigns, built brands from the ground up, helped charities raise awareness and funds, I've managed and motivated interdisciplinary teams, and organised and led workshops for clients.

Work Experience

- **2023-present** Freelance Senior Art Director
- **2021-2023**
Symphont Talent - London, UK
www.synphonytalent.co.uk
Creative Director
.....● **Top clients**
bp
Sky
Netflix
- **2019-2021** Freelance Senior Art Director
- **2010-2019**
other Creative Ltd - London, UK
other.co.uk
Creative Director (2014-2019)
Head of Art (2013-2014)
Senior Art Director (2010-2013)
.....● **Top clients**
Unilever
Ordnance Survey
Godiva
Museum of London
JLL
- **2007-2010**
aia - London, UK
www.aia.co.uk (now Radancy)
Art Director
.....● **Top clients**
Sainsbury's
Met Police
3 mobile
- **2005-2007**
TMP Worldwide - London, UK
www.tmpw.co.uk
Junior Art Director
.....● **Top clients**
IBM
PowerGen
Burger King

Education

2003-2005
London College of Communication
- London, UK
(formerly London College of Printing)
MA Typo/graphic Studies
Postgraduate Diploma

2000-2003
University of Westminster
- London, UK
BA Graphic Information Design
Undergraduate Diploma

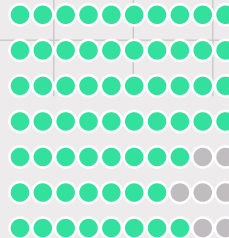
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Professional skills

01 computer

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Xd
Figma
Microsoft PowerPoint
Canva



02 creative

Strategy
Concepting
Visual identity
Graphic design
Digital design
IA & user journey
Print & production
Storyboarding

03 channels

Advertising
Direct marketing
Sales promotion
Packaging
Internal comms
Experiential
Social media
Virtual events

04 Languages

English
Norwegian
Romanian

Recognition



RMA Awards 2025 Gold - Campaign of the year Diversity and Inclusion

Client: bp
Agency: Symphony Talent

RMA Awards 2022 Gold - Best Employer Brand Innovation

Client: Sky
Agency: Symphony Talent

RMA Awards 2022 Gold - Best Short-term Employer Brand Campaign

Client: Sky
Agency: Symphony Talent

RMA Awards 2022 Gold - Best Alignment of the Best Employer Brand Strategy during Covid-19

Client: Sky
Agency: Symphony Talent

The Stevies Awards 2015 & 2016

Agency of the year

other Creative Ltd

EvCom Clarion Awards 2014

Gold - Communicating CSR

Client: Unilever
Project: Smarter Greener Living

EvCom Clarion Awards 2014

Gold - Social and ethical issues

Client: Unilever
Project: Winning Balance

CIPD 2009

Gold - Outdoor and press advertising

Client: Metropolitan Police
Project: Last night a DJ
saved my life

RAD Awards 2009

Silver - Best campaign

Client: Metropolitan Police
Project: Last night a DJ
saved my life

Judging awards

RADS 2021

D&AD New Blood 2016