

# Ilinca Croome

+ 44 (0)7754979891

hello@ideaily.com

www.ideally.com

Creative Direction, Art Direction and Graphic Design

## About me

As a seasoned (+15 years) and award-winning (print and digital) freelance creative, I am a passionate leader with a proven track record for translating complex ideas into slick, successful 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, organised and led workshops for clients, and can make an excellent cup of tea.

Seeing a project through from start to finish gives me joy. However, as a freelancer I understand the need to dip in and out of an existing project or team – which I can do seamlessly – bringing insight, ideas and execution as required.

## Work Experience

- 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**  
Art Director  
**Top clients**  
Sainsbury's  
Met Police  
3 mobile
- 2004-2007**  
TMP Worldwide - London, UK .....  
**www.tmpw.co.uk**  
Junior Art Director  
**Top clients**  
IBM  
PowerGen  
Burger King

## Education

- 2004-2005**  
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**
- 1998-2000**  
Berg Videregående Skole  
- Oslo, Norway  
**International Baccalaureate Diploma**

## Professional skills

### 01 computer

Adobe InDesign ●●●●●●●●●●  
Adobe Photoshop ●●●●●●●●●●  
Adobe Illustrator ●●●●●●●●●●  
Adobe Dreamweaver ●●●●●●●●●●  
Microsoft PowerPoint ●●●●●●●●●●

### 02 creative

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

### 03 channels

Advertising  
Direct marketing  
Sales promotion  
Packaging  
Employee engagement  
Experiential  
Social media

## Recognition



**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