



LINDSEY BRIGGS

I am motivated, dedicated and enthusiastic for the profession I love, and have become highly skilled during the 15 years I have spent in the design industry.

I have worked with top companies to deliver design, media and marketing projects across a variety of disciplines. I am also commercially cognizant and accustomed to delivering strategic design direction for brand development.

My communication skills have become well advanced in developing and managing both brands and teams. I have built effective relationships at all levels with colleagues, clients, partners and suppliers, and have found great satisfaction in mentoring and nurturing the creative talent of my team.

From a work ethic standpoint, I believe in always being respectful and fair in dealing with others and that trust along with open and honest communication is essential to creating both a creative and collaborative environment.

lindseybriggs-design.com

Experience

Design Studio Manager - CEF | Oct 2017 - Present

When I joined CEF, the company had no defined brand, all we had was a logo. Over the past 4.5 years working with the Marketing Manager I have owned, defined and developed a strong brand image and a full set of brand guidelines. This continues to evolve, as does the industry and the relationship with our customers. I am the guardian of the brand, managing brand guidelines and style guides, ensuring consistency and quality across all channels.

I collaborate and consult with other members of the Marketing team to develop concepts and ideas, finding impactful ways to support key marketing strategies and effectively communicate our message. I go on to lead all design briefs and create engaging designs that both champion the customer and the brand.

Through my strong understanding of creative design practices, techniques and processes across various touchpoints and mediums I lead and mentor a team of 5 designers. Guiding them to create content and design solutions for all of our national marketing campaigns to help drive CEF to become a truly omni-channel business. This includes brochures, printed and digital trade press, POS for our 390 stores, email campaigns, organic and PPC social campaigns and animated adverts.

With effective organisation and time management I manage the workflow and prioritisation across the team, implementing processes to improve the overall running of the studio, along with external print suppliers, agencies and freelancers.

Graphic Designer - Chain Reaction Cycles | Jul 2014 - May 2017

Working within the House Brands department of Chain Reaction Cycles I developed and designed 12 in-house brands, both the products themselves and each of their marketing campaigns. Our three bicycle brands had very different and distinct customers therefore we needed to tailor our designs and marketing style to reach those customers. I developed and assessed requirements, setting deadlines for upcoming work months, and often years, in advance. Having to work this far in advance has further honed my skills in time management, organisation, forward thinking and project management.

We delivered all creative material for these brands – advertising campaigns (print and web), websites, exhibition stands, POS, catalogues, packaging, upkeep of social media sites, merchandising materials, clothing, branded team vehicles - but our most important job were the products themselves – we designed all graphics for the actual bikes and components.

Skills

- Brand development & governance
- Creative thinking
- Developing and mentoring creative talent
- Project Management of internal and external resources
- Written and verbal communication at all levels
- Organisation and ability to adapt quickly to fast paced demands
- Problem solving
- Enthusiasm and determination
- Ability to maintain a positive and structured working environment
- Acute attention to detail

Previous roles

Creative Lead

Northgate | May 2017 - Aug 2017

Graphic Designer

Sage | Jun 2008 - Jul 2014

Team Coach

Sage | Aug 2007 - Jun 2008

Customer Services Advisor

Sage | Aug 2005 - Aug 2007

Team Manager Secondment

Boots | Sep 2003 - Mar 2004

Photo Lab Technician

Boots | May 2002 - Nov 2004

Please see my LinkedIn profile for my full employment history:

[linkedin.com/in/lindsey-briggs](https://www.linkedin.com/in/lindsey-briggs)