

Julia Heffer

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Creative Manager Art Director Graphic Designer

- A commercially-focused Creative Manager with over 10 years Premium Fashion Retail experience
 - A champion of Brand Integrity, with extensive experience in developing Creative Direction and Tone of Voice
 - Acknowledged for ability to execute Creative Campaigns through Art Direction and Multi-Channel Graphic Design
 - Major Contributor to Brand Development and driving Strategic Change at all levels
 - An experienced Manager and Motivator; developing an in-house creative team of 10
 - Contributor to Senior Leadership Team and Influencer of internal and external stakeholders
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Senior Creative Brand Manager - Figleaves April 2017 - current

In this elevated role, the focus is to drive the commercial and creative direction of the Figleaves brand through a customer-centric, SEO focused site.

Additional Duties - Figleaves March 2016 - April 2017 (Maternity Cover)

In addition to design and branding duties outlined below, further responsibilities during this period included development and direction of all e-commerce and brand photography produced by the in-house studio.

Leading the wider team of a Production Manager, Stylist, Photographer, Retouchers and a Content Editor; overseeing the end to end production process. As a team we curated and created all content for our social channels, developing our visual handwriting and tone of voice, generating bespoke shoots and features.

Within the wider scope of this role, I also managed the photography budget and contributed as part of the Senior Leadership team.

Creative Brand Manager - Figleaves May 2012 - March 2016

As the most senior creative influence in the business, reporting to the Managing Director, for four years I created and oversaw the vision for all graphic design projects from an affiliate banner to a microsite. I ensured brand promotion through exceptional visual quality, developing guidelines, templates and creative strategy to be communicated across the business.

My role also included art direction and creative development of all photography, establishing concepts for digital and print projects. This included location shooting of video and photography; locally and internationally (Miami, Lanzarote, Mexico, Austria) being involved in commissioning models and photographers. Subsequently I oversaw photographic production including editing, retouching and usage.

I was responsible for the recruitment and development of a team of five; three designers and two front-end coders; inspiring, motivating and managing through project planning. I support team members with their bi-annual personal development reviews and promotion.

Exploring website trends and E-Commerce developments I implemented innovative and responsive online design. Utilising a knowledge of analytics I was responsible for improvement of response rates and targeting of new customers through a CRM programme.

Where appropriate I directed and liaised with creative agencies and suppliers to support key projects and the development of branded packaging.

Key Projects

The re-design and re-branding of the website in line with new Demandware platform for Summer 2016
Launch of 'Erotique' Shop contributing to significant sales growth in sexy lingerie
Seasonal campaign success with Christmas, Valentine's and Swimwear; growing demand year on year

Senior Designer - Figleaves Jan 2011 - May 2012

In this role I was responsible for the delivery of large-scale graphic design projects, online features, guides and look books including functionality design. I developed site templates, email templates and design guidelines.

Working with the Head of Marketing I developed tactical photography, creating concepts to support seasonal campaigns and design projects.

I created branding for Figleaves new own-brand collections with design of labelling and packaging.

Managing and mentoring two Junior Designers, I was responsible for approving all work and for their personal development.

Graphic Designer - Hobbs Sept 2006 - Dec 2010

At Hobbs I produced all digital design for their website, reporting to the Head of Marketing and PR with creative direction from a Senior Designer/Art Director. My role included supporting the delivery of creative still-life photography, including shoot production and briefing retouching.

I developed original concepts into live pages delivering pixel-perfect graphics including the design of the weekly email newsletter and translating digital creative into printed media. I designed POS, window graphics, store packs and customer mailers.

Following the creative content plan I created online editorial content and also designed editorial templates working alongside internal and agency developers including the supply of accurate graphics and writing editorial copy.

Additional Experience (carried out in 2004)

Press Officer - Stephanie Churchill PR

Design Assistant - Etam

Intern - Tracey Boyd Fashion

Regional Visual Merchandiser - Levi Strauss

Education

Northumbria University, Fashion Marketing BA (Hons) - First Class

A Level Art, English and Art History

10 GCSE's A-C including Maths and English

Skills/Training

Adobe Creative Suite (InDesign/Photoshop/Illustrator)

Microsoft Office (Word/Excel/PowerPoint) Phase One Capture

Build and Deploy emails with Lavamail software

Use an integrated website CMS

Management Training Courses; Managing a Team/Effective Communication

Freelance and Feature Writing Course at the London School of Journalism

Interests

Singing and a love of music in general

Art History; everything from reading theory to gallery exhibitions

Renovating an Arts and Crafts property

Cooking, baking, eating, drinking

References

Fiona Holmes - previously Figleaves Managing Director

Christina Acklam, Brand Director at Sweaty Betty xxxxxxxx