

CORINNE CADDY-TOWNSHEND

A highly creative and conceptual Creative Director with 20+ years industry experience, specialising in the retail sector with excellent creative direction. Empathetic leadership and team management skills. Expertise in art direction, brand development, ideation, e-commerce, digital film, press events, TV, in-app design, social, print advertising and visual merchandising, synthesising design across all touch points through a strategic, integrated approach.

PERMANENT

Wonderbly.com
Creative Director
Nov 23 - Now

Managing a team of multidisciplinary creatives covering three core design disciplines of brand design, content and digital product design. Confident in managing design reviews, critiquing briefs and facilitating team ideation sessions. Great eye for detail and passionate about quality. Maintaining design systems, template libraries and managing quality across many projects working with external partners and building relationships with internal stakeholders.

Glorify App
Global Brand
Creative Manager
Sept 22 - Apr 23

Design-focused Brand expert with a strong background in Creative Direction leading a passionate team of designers and creators. A culturally savvy, strategic, and creative leader. Custodian of this purpose led brand and its creative execution. Lead on strategy and ideation for key messaging and visual treatment. Managing creative requests and workflow, providing regular project updates to internal departments.

Bear & Beau
Sept 18 - Sept 22

Creative Director and Founder of Bear & Beau. Multi award-winning lux home decor brand for kids inspired by the natural world for more 'Joy-Full Living'. Featured in premium titles: Living Etc, Country & Town House, The Times, The Telegraph, Country Living, Enki, The English Home and Baby to name but a few.

notonthehighstreet.com
Head of Art Direction &
Design
Oct 13 - Mar 17

Leading and inspiring a team of 10. Team includes, Art Directors, Designers, Photographer and Stylist, both permanent and freelance, ensuring the quality of work, their continued development and enabling their success through mentoring and leadership. Providing support and inspiration to the team, with trends and culture and being aware of competitor activity. Ensuring the team adopted a mobile first mindset.

Accountable for the brand look and feel, ensuring its distinctiveness, effectiveness, relevancy, accuracy and consistency across all campaigns and channels and to all audiences.

To collaborate with members of the creative team to develop original concepts and ideas, finding insightful and impactful ways to support key marketing and advertising strategies.

Pitch concepts to internal and external stakeholders, ensuring they are engaged in the idea and the outcomes of the project, clearly articulating how a creative solution meets the challenges of the brief.

Support the traffic/production team who manage the workflow of the art direction and design team, ensuring work is delivered within scope of the project schedule, while keeping all stakeholders, within the team and externally, apprised of workflow status.

Highlights:

Raised standards of Design and Art Direction winning: 'Best In House Design Team of the Year' award at the Fresh Awards 2014 for print ads produced for an editorial Partnership with the Saturday Times Magazine. In-house design Awards - 2016 Winner Best Project - for TV Ad's Valentines & Mothers Day, TV AD's were produced by the in-house team. Worked closely with the Head of Copy to develop both AD's with 13% less budget than the agency, achieving 28% greater awareness for the Brand.

Story Worldwide
Nov 07 - Aug 2013
Merger Nov 07
Large
Jul 05 - Nov 07

Group Creative Head, Design responsible for team of up to 8 Designers and 1 Art Buyer
Confident presenting to clients and understanding their requirements, Creative lead for successful pitches, Westfield, Schroders, Oasis, Agent Provocateur, Clinique. Concept creation, visualisation through storyboards and mood boards Art Direction and casting for photoshoots and digital film shoots Strong commercial awareness

Positions Held:

Group Creative Head, Design

Design Director

Art Director

Key Clients: Westfield (Stratford launch online/Leasing App), Jo Malone e-commerce/digital film/social initiatives), Crème de la Mer (Blogger outreach campaign/Touch screen installation at Selfridges), Clinique Humanic - European shoe retailer (360 campaign across 8 markets over 5 seasons), TM Lewin (e-commerce & branding), Oasis, Karen Millen, Pout, Silver Cross, Sunglass Hut, Agent Provocateur, Burberry, Thomas Burberry, Fashionspace, Magners, Johnson and Johnson.

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FREELANCE

Agoy May - June 05, John Richard Accessories May - June 05, Surf Europe Magazine, May 05, Mojo Music Magazine Apr 05, Assisting on shoots for Getty and Sunday Times Style Magazine Feb - Mar 05, I global media Dec 04, Rufus Leonard Nov 04, Lambie-Nairn May - Oct 04, Tanka Creative April 04, DJ magazine Mar 04, The Grand Union Feb 04

PERMANENT

Tanka Creative

*Burberry online - continuing development through art direction and lead design
Managed production of video assets and 'live' video streaming
Secured Thomas Burberry site design and development, art direction and management*

Positions Held:

Sept 01 - Dec 03

*Art direction for in store video graphics for Burberry NY store
Part of the design team responsible for the relaunch of and working with Branding Agency*

Design Director

*Enterprise IG - Industry award
Design lead on 'Pele Love' website which was part of a global DM campaign to raise awareness of men's sexual health.*

Tanka

Secured Burberry plc as a client - Managed and designed marketing tool aimed at buyers and Marketers globally

98 - Aug 01

*Secured the development of Burberry website through consultancy role /lead design / art direction
Guinness UDV digital theatre - part of the design team that produced a communication piece through live digital theatre which sold the business change to the top 250 executives within Guinness UDV
Secured work for both Arrow and Pierre Cardin - video global marketing tool to disseminate new brand strategies on behalf of the Bureaux.
Designer on the web/iDTV site for the TV show Emmerdale Granada Media*

Lead Designer

EARLY CAREER

Din Associates Ltd - Designer Sept 98 - Dec 98 Resolution Media - Designer (freelance) Aug 98, Dart Ltd - Designer (freelance), July 98 Carlton Television Aug 97, Projekt Design Grune July 97 - Germany

TECHNICAL

*Design Software: Adobe Creative Suite, Photoshop, InDesign, Illustrator.
Office Software: G-Suite, Keynote, Powerpoint, Experience in Asana, Figma*

EDUCATION

Nottingham Trent University

Oct 95 - June 98

*BA (hons) 2:1
New Designers - The Exhibition of Graduating Designers
Student Exchange programme, Fashion Institute of Technology NY*

Kingston University

Sept 94 - 95

*Betec National Diploma
Foundation Studies in Art and Design*

St Philomenas High School

*3 Alevels, Art A German A/A French B/C
Prizes for Modern Languages and Art and Design
GSCE's 7A's*

CONTACT

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