

# CLARE MODENESI

GRAPHIC DESIGN, ART DIRECTION & IDEAS GENERATION



## WEBSITE

claremodenesidesign.com



## EMAIL

claremodenesi@outlook.com

## SPECIALIST SKILLS

Ideas generation  
Art direction  
Layout  
Illustration  
Branding  
Packaging design  
Print production  
Project management  
Events & large format graphics

## QUALIFICATIONS & ACHIEVEMENTS

D&AD judge, professional awards  
Packaging category **2017**

D&AD industry expert  
Student portfolio session **2016 & 2017**

BA(Hons) Graphic Design  
Cumbria Institute of the Arts **2003-2006**

HNC Graphic Design and Illustration  
Ayr College **2001-2003**

## I LOVE

Making my little boy chuckle. Nothing quite like a baby laughing to lift the spirits.

Travelling and scratching off countries I've been to on my scratch map.

Food, food and more food.

Cooking, especially for guests.

Tea. Strong with a dash of milk.

All things active and outdoors, cross fit, running, swimming, walking, hiking...

My sofa and a classic film.

## REFERENCES

Available on request

## ABOUT ME

Hi, I'm Clare. I'm a passionate, hard working Senior Graphic Designer Creative with a wealth of freelance and corporate experience.

I have worked on a wide range of projects from festivals, packaging, TV commercials, brand identity, photo shoots and page layout. I love working on a wide range of projects with different clients that really push my creativity and design expertise.

I'm always looking for new opportunities, exciting projects and lovely clients. So please do get in touch.

## EXPERIENCE

### FREELANCE

**2004 – PRESENT**

I love the variety that freelancing gives you and, of course, the opportunity to meet some really lovely people. I have worked on a wide range of projects in my freelancing years from, annual reports to creating brands from scratch. It keeps my skill set varied and broad.

### INNOCENT DRINKS

**2010 – JAN 2020**

I was innocent's senior designer and work on everything from packaging to ATL creative. I worked in the group marketing team, which means I got to work on creative for all their international markets and worked closely with all local teams. I was a brand ambassador helping to keep things looking and sounding innocent across everything they did in every region.

**Design:** By far the largest part of my role and the part I loved the most. I worked on everything from TV commercials, packaging, office graphics, festivals and new product development.

**Manager:** I managed all the other senior designers and was a manager since 2013. This involved doing mid year and end of year reviews, reviewing their work to help their development and providing support whenever needed.

**Art direction:** Art direction was another key area of my role as I was the creative point of contact for the non UK regions. I also regularly art directed the artwork agencies, photographers and freelancers that innocent used. I also collaborated with a number of other companies like Nickelodeon, Mumsnet and Disney when innocent run promotions.

**Project management:** We didn't have project managers at innocent so it was up to you on how you managed your project. I loved this side of my role and worked on a number of project management heavy jobs, like new office fits, festivals, smoothie bars at the 2012 Olympics and a travelling food road show. It's an extremely useful skill that has really helped me in my freelance work.

### VIRGIN MEDIA

**2008 – 2010**

I loved my time at Virgin Media as I worked on a vast and varied range of projects from in-store media to graphics for large-scale events. Time schedules were always tight and pressure high – which I thrived on.

**Design:** I designed the 2009 and 2010 V Festival look and feel and executed the creative solution for all Virgin branded graphics. This included signage, staging, tent designs, merchandise, programmes and online assets. V Festival is a mammoth project that requires not only great design and attention to detail, but excellent time management.

**Creative concepts:** At Virgin I enjoyed generating concepts and artwork for bags of weird and wonderful projects. From giant teapots and vinyls in the style of giant chattering teeth, to artworking the English flag onto Richard Branson's face to be projected onto the Sydney Opera House. Virgin really allowed me to stretch my imagination and enhance my skills to deliver effective, unique creative solutions for pretty much any brief. It is a skill I have taken onto all my subsequent roles.

### REDHOUSE LANE

**2006 – 2008**

Redhouse Lane is a leading creative communications agency, and saw me working across over 40 regular print and online publications. This is where I really learned my craft, appreciation for design principles and technical knowledge.

**Design:** As lead designer on five publications, I was responsible for all page layouts, artworking, print production and illustrations. I was also involved in a number of online publications.

**Client management and pitches:** I liaised directly with clients, scheduled and managed print production. I worked with a number of large brands including RBS, Rolls Royce, EDF Energy and Vodafone. I also worked on a number of successful pitches that brought new clients to the business.