

FAYE MISSENDEN

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www.wix.com/missfym/design

A fresh Creative Designer, Art Director, Manager who is highly skilled in design direction who can create and inspire impactful and compelling design concepts that can be translated for a wide range of channels.. A strong background in the fashion, luxury and beauty retail sectors.

AREAS OF EXPERTISE

Mac OSX Adobe Creative Suite CC • Digital presence • Print & Packaging • Art Direction photoshoots
Trend awareness • Staff Leadership & Development • VM • BVP • Brand Guidelines • Global brand experience
A strategic conceptual thinker • A strong communicator

CAREER EXPERIENCE

SIGNET JEWELERS

Creative Design Manager February 2021- Present

- Responsible for managing leading and inspiring a creative in house studio team of 8
- Art director on all campaign shoots from location to studio still life and model
- Drive the development of brand campaign
- Collaborate with external agencies to deliver multi-channel campaigns
- Work alongside marketing and social teams on all campaigns
- Present campaign concepts to execs and CEO.
- TV Video ad creations
- Create mood concepts for new launches
- Packaging and re brand logo design
- Digital social design

Secretsales.com

Head of Creative January 2020 - January 2021

- Managed a team of 8 designers and photographers
- Oversea creative teams output on assigned projects
- Responsible for the end-to end management of all creative projects
- Re branded the website - luxury look and feel

FYMDESIGN LIMITED

Creative Director September 2016 - January 2020

working with luxury beauty and fashion brands

- Jimmy Choo
- MatchesFashion
- notonthehighstreet.com
- Kurt Geiger
- GAP
- Marks & Spencer
- REN skincare
- TheFold London

Jo Loves Limited (Founder Jo Malone)

Head of Creative August 2018 to February 2019

- Lead and oversee all visual and creative aspects of the brand in line with Jo's creative vision.
- Creative ownership of each new product launch
- Managing Creative Direction of product photoshoots
- Campaign Art direction
- Visual merchandising and support of the E-commerce, PR, Marketing and Education teams.

Walgreens Boots Alliance

Global Design Manager August 2017 to March 2018

- Responsible for managing the in house studio delivering creatives services & brand assets for Global brands
- Manage a pool of 6 freelance/perm creative specialists
- Create new brand guidelines and BVI for the brands
- Working alongside global and local stakeholders

Laura Ashley Ltd London

Graphic Design Manager May 2010 to August 2016

Responsible for Managing the Graphics Department after being promoted from Senior Designer

- Responsible for creating and delivering innovative design, advertising, packaging, POS, and windows
- Manage a team of creative designers
- Assist with art direction on editorial shoots

Qualifications

1997 – 2000 University of Central Lancashire, Preston
BA Hons in Fashion Promotion and Design (2-1)