



# Joanna Raynsford

Creative / Art Director | Integrated Graphic & Editorial Designer

📍 London, UK  
✔️ Joanna is **Available to work**

[Portfolio link](#)  
[View profile on Dweet](#)

## Links

[Website](#) [LinkedIn](#)  
[Instagram](#)

## Work Preference

Location: Not looking to relocate  
Employment: Freelance Assignments, Permanent Positions

## Skills

- Art Direction
- Typography
- Magazines
- Publishing
- Graphic Design
- Illustration
- Book Design
- Corporate Identity
- Brochures
- Digital Media
- Art
- Editing

## About

Creative Direction —  
Art Direction —  
Graphic Design —  
Editorial Design —  
Photographic Art Direction —  
Brand Creation —  
Branded Content —  
Web Design —  
Pitch work —

### BRANDS WORKED WITH

- Blouinartinfo Corp Full-Time
- Department Store For the Mind Full-Time
- Guardian News & Media Full-Time
- News Uk Full-Time
- Seven Contract
- Story Worldwide Full-Time

## Experience

- Freelance Art Director**  
| Jun 2010 - Now  
— Art Direction  
— Branding  
— Print  
— Digital design
- Freelance Creative / Art Director**  
| May 2008 - Now  
Arcadia Group — Topshop Creative  
The Economist — Intelligent Life  
Eye to Eye Media — Waitrose & Partners  
The Guardian — (Various)  
John Brown Media — John Lewis & Partners / Fortnum & Mason (Various)  
Redwood Publishing — Knight Frank  
SevenC3 — Vitality / Sainsbury's (Various)  
Shortlist Media — Shortlist  
Sunday Publishing — Westfield / John Lewis (Various)  
Waitrose & Partners — Weekend  
  
— Creative / Art director for well-known London design, consumer branded content and contract publishing agencies.  
— Employed across a diverse range of publications, liaised with clients, won pitches and successfully created freelance teams to meet controlled deadlines.  
see less
- Art Director**  
News Uk Full-Time | Mar 2018 - Sep 2018  
— Responsible for art-direction within the sponsored content department (Bridge Studio) designing all new business pitches and managing studio workflow within a busy art and picture desk.  
— Duties included overseeing the design team and freelance designers whilst being responsible for delivering highly creative and engaging live/pitch work within tight deadlines.  
— Worked across multi platforms and titles: The Sunday Times/Style/Times magazine/The Times Newspaper etc.  
see less
- Freelance Art Director**  
Department Store For the Mind Full-Time | Jul 2015 - Feb 2018

Logo Design

InDesign

Creative Direction

Editorial

Magazine Design

Layout

## Languages

English (Fluent)

— A fantastic creative and symbolic online shopping experience created with Sophie Howarth (previous 'School of Life' founder). Supafrank and I created a high-end online concept store and launched two very successful Christmas pop-up shops in Old Street Underground Station.  
— Developed and designed retail products.  
— Created fully integrated solutions.  
[see less](#)

### ● Weight Watchers Acting Art Director

Seven Contract | Oct 2014 - Jun 2015

– Redesigned this title with a fresher more accessible approach for the newsstand audience, commissioning all new photographers and illustrators.  
– Responsible for managing a busy design department, organising concepts and shoots with the Head of Photography.  
– Liaised with the Editor to manage concepts/copy and timely delivery of work.  
– Generated innovative layouts and oversaw all production deadlines.  
– Created social media assets.  
[see less](#)

### ● Lead Designer (Guardian Labs)

Guardian News & Media Full-Time | Aug 2011 - Sep 2014

— Responsible for managing workflow in the busy design department, delivering highly creative and engaging results.  
— Created pitches from concept to completion.  
— Oversaw a team of freelance designers. Liaised with the Creative Director on special projects.  
— Created fully integrated print and digital solutions.  
[see less](#)

### ● Art Editor

Story Worldwide Full-Time | Feb 2007 - Apr 2008

### ● Freelance Senior Designer

| Jul 2006 - Jan 2007

### ● Senior Designer

Blouinartinfo Corp Full-Time | Jan 2005 - Jun 2006

### ● Freelance Senior Designer

| May 2004 - Dec 2004

## Education & Training

1997 - 2000

### ● Norwich University of the Arts

Bachelor's Degree, Graphic Design

1996 - 1997

### ● Norwich University of the Arts

Art & Design Foundation,