



Catherine Ings

A dedicated and ambitious multi-skilled Creative Designer.

Grantham, UK

[Portfolio link](#)

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Languages

English (Native)

About

A dedicated and ambitious multi-skilled Creative Designer, with a passion for digital and graphic design, branding and conceptual design.

BRANDS WORKED WITH

Boots

Joules

Twin Pines Creative

Experience



● Creative Team Lead

Joules | Nov 2020 - Now

Lead a team of multi-skilled designers in creating high quality, engaging visual marketing content and photography for print and digital. Managing campaigns alongside our in-house Marketing team, from end to end including, idea generation, art direction, design and final delivery.



● Owner

Twin Pines Creative | Apr 2015 - Now

A design studio, owned and operated by myself, that specialises in web and branding design for small creative businesses and also designs and sells paper goods and gifts that are stocked in Sainsbury's, Paperchase, ASOS and a number of independent retailers across the globe. Responsibilities include, project management, branding design, website UX, design and development, packaging design, product concept, product design, artwork, supplier sourcing, art direction/photography, social and email marketing, order fulfilment, wholesale, client/stockist management, financial accounts and forecasting.



● Senior Digital Creative

Joules | Dec 2015 - Nov 2020

Create concepts for campaigns and promotions and present to Marketing, E com and Directors and work back with the wider Creative Team through to final delivery. Deliver multiple briefs simultaneously across multiple seasons and projects making sure all briefs are delivered on time and to a high standard and strive to find efficiencies in working practices at all times. Mentor the web design team and strive to not only improve output on both a group and individual level but to help understand the rationale for any critique. Initiated brand guideline creation and liaise with the creative team as well as Content, HR and UX teams to ensure all digital channels are consistent and follow the brand look and feel. Art direct, create shot plans and shoot ad-hoc mood content and styled flats. Design and create final artwork across digital and print channels.



● Senior Web Designer

Joules | Jul 2015 - Dec 2015

Managing web team and work flow ensuring all work is completed on time and to a high standard. Including reviewing and critiquing design work within the team and completed by outside contractors Working alongside Joules colleagues, Eclipse and OrangeBus to support on the re-design of joules.com, joulesusa.com and tomjoule.de to fully responsive websites. Along with in-house developers updated the user experience and design of the Joules blog. Continued to push responsive email templates alongside Joules in-house developers in order to allow for more creative email layouts and concepts. General online creative design including, email design, online visuals for home/category pages and online editorial feature design.



● Web / Graphic Designer

Joules | May 2014 - Jun 2015

Achievements and responsibilities included;
• Working alongside Joules colleagues, Eclipse and OrangeBus to support

on the re-design of joules.com, joulesusa.com and tomjoule.de to fully responsive websites

- Updated email templates to be responsive alongside Joules in-house developers
- Email design
- Create online visuals for home and category pages
- Online editorial feature design



● **Junior Web / Graphic Designer**

Joules | Oct 2013 - Apr 2014

Specialising in online design within the Joules in-house Graphics team to create online and offline creative that is inspiring yet still commercial, gives a great customer experience and consistent across all channels. Roles and responsibilities included;

- Email design
- Create online visuals for home and category pages
- Online editorial feature design

● **Junior Designer**

Boots | Aug 2010 - Oct 2013

Working within the Boots in-house Customer Experience team alongside fellow designers and user experience experts creating seamless digital experiences for the Boots customer. Roles and responsibilities included;

- Primary designer of the initial mobile optimised boots.com site
- Review user experience, create wireframes and designs for boots.com to enable customers to spend their Advantage Card points online
- Review user experience, create wireframes and designs for international and ROI Boots websites
- Design and implement multiple 'brand treatment' areas within boots.com for brands including Jamie Oliver, SEVENTEEN and Dr. Jart
- Competitor analysis
- Use Adobe Creative Suite to create website graphics and upload into CMS platform

● **Photographic Assistant**

Boots | Feb 2003 - Aug 2010