

Melissa Pickard

Head of Design, Creative Lead.

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- + Creative strategy
- + Brand identity
- + Campaigns
- + Digital design (newsletters, emails, banners, social media, online magazines)
- + Digital marketing campaigns with a visibility increase of 20%
- + Print design (brochures, posters, leaflets, folders, annual reports, art books)
- + Exhibition design
- + Webdesign
- + User Experience
- + Packaging
- + Pitch & Proposals up to £200m value
- + Management of teams up to 12
- + Client relationships
- + Collaboration with multiple teams and high-profile management
- + Budget management up to 350k.

hi,

I'm **Melissa** (the girl in red with the bowlegs in the French car advert below).

At 5 years old I decided that I would become a Creative, having a real fascination for the Russian posters of the 1920^{ies} that my parents were collecting, admiring their amazing compositions, colours and typographies. I also knew the script of absolutely all the TV commercials of the 80^{ies} and 90^{ies}!

I like to intrigue and inspire people, push the boundaries of thinking, stimulate the mind, provoke different thoughts and emotions, make people smile, design with a purpose.

My career started in **Brussels** more than 20 years ago, working for the best of the best advertising agencies as a creative on large **campaigns**. Then I went to **Amsterdam** to design the **website** of the biggest Dutch Art collection, alongside Kessels Kramer. Later on, I've worked in the cultural industry: dance, music, design, architecture, contemporary art and had the opportunity to create beautiful **print designs** that you could see all over my city.

I worked for our famous Belgian comic Tintin's on its **merchandising**, **museum exhibitions** and **events**. I also was the Creative Director of one of the first Chinese **mobile app** companies in the 2000.

In 2007, I won a contest organised by the Belgian Government to promote our industries abroad, which led me to train for a year in **international business/trade** with high-profile figures and to represent my country as a Communication Officer in the music industry in **Tokyo**.

When returning, I've worked in the corporate industry for the Institute of New Political Technologies to encourage greater involvement from the citizens in political decisions as well as for many departments of the EU in one of their dedicated communications companies as a Creative Lead.

Settling in London I started working for NET-A-PORTER, on all their promotional **digital campaigns**, **newsletters** and their online **magazine**, The Edit in multiple languages.

I was then head-hunted by EY to work in their **pitch aficionado** department and subsequently moved on to **lead a team of 4 and up to 12 designers** for the PwC account. I was then offered the opportunity to develop an internal creative department from the ground up, supporting and **rebranding** five different brands for the US group DHI (efinancialcareers).

Finally, I decided to create my own limited company to acquire even more diversity in my work, designing for many **award winning** agencies and developing deliverables for BMW, Citroen, the Royal Caribbean, LinkedIn, LEGO, BT, Addison Lee, Brightstar, Roche, GSK, UGG, Pernod Ricard, Bahlsen, Danone, Audio networks, Redington, Regus and so many more!

A couple of decades and half a dozen countries later, will you be part of my story?



Computer skills

- + **Adobe CSS suite:** Illustrator, Photoshop, InDesign, Premiere (basic), After Effects (basic)
- + **Microsoft Office:** Word, Excel, PowerPoint
- + Basic knowledge: **HTML**
- + ePub, Prezi, Interactive PDFs
- + **User Experience:** UAL Chelsea + Career Foundry

Education

- + **Graphic Design & Advertising / BA 1997**
- + Cinema
- + Photography
- + Web Design
- + Certificate in Teaching
- + Business & Management

Languages

- + French (mother tongue)
- + English (excellent)
- + Dutch (basic)

Hobbies and interests

- + Rowing (competition) with Globe RC: *Cambridge Winter Head, Docklands Head*
- + Open Air Swimming at the Docks
- + Everything about Food and Wine
- + Culture and Innovation

In short...

Head of Design and Creative

Institute for Global Change London / 09.2018 - 08.2020

Founder of Pointsize Ltd.

07.2017 - Present (for freelance contracts)

- + Creative Direction: Brand2life (LinkedIn France).
- + Brand Development: Redington, Regus, Kantar (Pernod Ricard).
- + Story Boards: JTC (BT, Addison Lee, Brightstar).
- + Pitch: Wasserman (BMW), JLL, Ipsos Nori (Lego, Roche), Kantar (Danone, Bahlsen).
- + Digital Design: Brandwidth (Citroen, Toyota, Kia, Royal Caribbean, JTI), UGG, Net-A-Porter, Audionetwork.
- + Print Design: Berkeley, Clarendon, St James.
- + Website | UX: oneplanet, airlabs.

Creative Lead

DHI group / efinancialcareers London / 11.2016 - 07.2017

Creative Designer & Team Leader

Hamilton-Brown / PwC account London / 08.2015 - 11.2016

Senior Creative Designer

EY London / 08.2014 - 08.2015

Freelance Senior Creative Designer

Net-A-Porter London / 06.2014 - 08.2014

Freelance Senior Creative Designer

RR Donnelley Dublin / 10.2013 - 11.2013

Creative & Team Lead

Kantor Qwentas Brussels / 07.2011 - 09.2012

Freelance Communication Officer

- + Elles Tournent movie festival Brussels / 04.2013 - 10.2013
- + United Art contemporary gallery Brussels, Berlin, Amsterdam, Paris / 04.2010 - 05.2011
- + Politech Institute Brussels, Strasbourg / 08.2008 - 09.2009
- + CAV&MA Tokyo / 02.2008 - 06.2008

> Certification in International Business/Trade

Brussels Invest & Export / 09.2007 - 06.2008

> Certification in Teaching with emphasis on Art

CERIA Brussels / 09.2006 - 06.2007

Creative Lead

Fun mobile Brussels / 10.2005 - 09.2006

Contract Senior Graphic Designer

Moulinsart Brussels / 03.2005 - 09.2005

Graphic Designer

Design lab & Raf Thienpont Brussels / 2001 - 2005

Contract Web Creative

Artniks Amsterdam / 2001

Junior Creative

Publicis/BBDO Brussels / 1997 - 2001

- + Creative and Strategic Design Leader (print + digital), with global experience across EMEA, APAC and USA.
- + More than 2 decades of extensive creative design experience in spanning multiple sectors: advertising, art, culture, architectural heritage, cinema, music (classical & contemporary), dance, fashion, events, research, financial services, European Union, politics & government, charity, education, pharmaceutical, new technologies and FMCG.
- + Created and managed original, persuasive, conceptually compelling design work, branding solutions and marketing campaigns reaching up to 2 million visitors.
- + Hands-on design support for digital assets, on screen and offline collaterals.
- + Built an in-house creative department from the ground up, developed and implemented best practice design processes.
- + Strategic design direction to improve ROI, managing the creative development within budget and under tight deadlines.
- + Budget management of the Brand and Creative department up to 350k.
- + Established experience in building internal and external relationships and partnerships, collaborating with press, engagement, fundraising, researchers, high-profile leaders, marketing, global communications, social medias and event teams.
- + Design management and mentoring of global teams (from 3 and up to 12) based in multiple locations: editors/copywriters, photographers, illustrators, artists, videographers, graphic designers at all levels, translators, UX/UI designers. Coordinated activities and resources, schedule management, briefings and quality control. Sourced, commissioned and guided specialists and external providers.
- + Won and executed pitches & proposals with a value to over £200m being actively involved from concept to final delivery and successfully won into these markets by developing innovative designs and ideas, working closely with senior leadership.
- + Developed a promotional network/database and explored potential clients.
- + Responsible for market research, approach and development.

Head of Design and Creative

Institute for Global Change London / 09.2018 - 08.2020

- + Managed and supported all design-related work across the Institute: publications, reports, website, marketing materials, social media, events.
- + Lead and mentored a team of 3: Junior Designer, MW Designer and Managing Editor as well as the external agencies.
- + Ensured all design work was abiding by the brand guidelines.
- + Developed systems and processes for production and design.
- + Planning and monitoring of production requirements.
- + Close collaboration with press, engagement, fundraising, researchers, high management and event teams.

Founder of Pointsize Ltd.

07.2017 - Present (for freelance contracts)

- + **Creative Direction:** Brand2life (LinkedIn France).
- + **Brand Development:** Redington, Regus, Kantar (Pernod Ricard).
- + **Story Boards:** JTC (BT, Addison Lee, Brightstar).
- + **Pitch:** Wasserman (BMW), JLL, Ipsos Nori (Lego, Roche), Kantar (Danone, Bahlsen).
- + **Digital Design:** Brandwidth (Citroen, Toyota, Kia, Royal Caribbean, JTI), UGG, Net-A-Porter, Audionetwork.
- + **Print Design:** Berkeley, Clarendon, St James.
- + **Website | UX:** oneplanet, airlabs.

Created original, persuasive, conceptually compelling work and branding solutions for campaigns, contents and experiences in collaboration with the Creative Director, Brand and Marketing teams.

Creative Lead

efinancialcareers / 11.2016 - 07.2017

- + Built an in-house creative department from the ground up, developed and implemented best practice design processes, organised workshops.
- + Responsible for the global creative outputs (Europe, USA, Singapore) for 4 brands (efinancialcareers, Rigzone, Biospace, Hcareers) over 5 departments (digital, sales, marketing, editorial and leadership teams). This included hands-on design support for digital assets, on screen and offline collaterals.
- + Developed UK and US digital campaigns in collaboration with the marketing teams generating an important traffic increase of 20%.
- + Provided a strategic design direction to improve ROI.
- + Strong collaboration with UX/UI, external providers (video companies, designers, illustrators) Brand and Product Managers.

Creative Designer & Team Leader

Hamilton-Brown / 08.2015 - 11.2016

- + Won and executed pitches & proposals with a value to over £200m in areas such as pharmaceutical, real estate, banking and leisure. Actively involved from concept to final delivery and successfully won into these markets. (AstraZeneca, Roche, BP, Thomas Cook, Cobham, Deutsche Bank, Rolls Royce, Philip Morris).
- + Concepts and execution in a broad range of creative projects across physical and digital, dealing with print and bespoke packaging.
- + Improved the creative processes and methodologies across the projects, delivering high quality standards. Coordinated creative work streams ensuring that critical timelines were met.
- + Managed and mentored the team up to 12, including job allocations, quality checks, briefings etc.
- + Built an excellent rapport with clients, developing new relationships and maintaining existing ones.
- + Budgeting and weekly cost reports.

Senior Creative Designer

EY / 08.2014 - 08.2015

- + Won markets by developing designs and innovative ideas for client deliverables, working with senior leadership to produce high quality deliverables easy to read, navigate, meeting deadlines and managing workloads.
- + Effectively created layouts with strong typography and appropriate use of colour, images and fonts supporting firm brand & guidelines.
- + Developed concepts for packaging design, video, interactive PDFs.
- + Influenced clients to choose an effective design and deliverable solution within budget requirements.
- + Shared best practices within the department and among creative staff.

Freelance Senior Creative Designer

Net-A-Porter / 06.2014 - 08.2014

- + Designed the weekly online magazine The Edit, the N-A-P newsletter and promotional banners. Required design excellence coupled with an ability to constantly generate unique ideas and concepts to very tight deadlines in 3 languages.

Freelance Communication Officer

Elles Tournent movie festival / 04.2013 - 10.2013

- + Prepared and supervised the production of brochures, posters, direct mail, leaflets and promotional videos.
- + Developed and distributed the festival publications, newsletters and press releases to targeted media.
- + Monitored social media sites.
- + Enhanced the visibility and enlarged target audience by 30%.

Creative Team Lead

Kantor Qwentis / 07.2011 - 09.2012

- + Created communication materials for many of the EU agencies.
- + Coordinated activities and resources, schedule management, project status tracking.
- + Quality control & change management.
- + Organised translations in 12+ languages.
- + Managed a team of 4 designers (all levels).

Freelance Communication Officer

United Art contemporary gallery / 04.2010 - 05.2011

- + Production of the gallery graphic materials.
- + Created communication materials & press kits.
- + Concept and update of the gallery website and social media news.
- + Prepared artist portfolios for international contemporary art fairs (Paris, Amsterdam, Brussels, Berlin).
- + Organised exhibitions and designed signages.
- + Developed a promotional network and database + explored potential sponsors.
- + Prospective travels in diverse European art galleries.
- + Managed a group of 30 artists.

Freelance Communication Officer

Politech Institute / 08.2008 - 09.2009

Supported in the dissemination of the following EU eParticipation projects: MOMENTUM, PEP-Net, WAVE, eMPOWER, OURSPACE.

Freelance Communication Officer

CAV&MA / 02.2008 - 06.2008

- + Responsible for market research, approach and development in Tokyo.
- + Negotiated partnerships and developed a network in the industry.
- + Won a contract for a collaboration between the Academy of Arts of Tokyo and The Centre for Vocal Art and Ancient Music of Belgium.

> Certification in International Business/Trade

Brussels Invest & Export / 09.2007 - 06.2008

> Certification in Teaching

CERIA / 09.2006 - 06.2007

Creative Lead

Fun mobile / 10.2005 - 09.2006

- + Responsible for the Creative Strategy in Hong-Kong and Brussels.
- + In charge of publications, production follow-up and diffusion in numerous daily, weekly, monthly news magazines.
- + Managed a team of 3 people.

Senior Graphic Designer

Moulinart / 03.2005 - 09.2005

Responsible for the design of online marketing materials, museum exhibitions, events and merchandising related to 'Tintin'.

Graphic Designer

Design lab & Raf Thienpont / 2001 - 2005

Developed visual identities, magazine, website, brochure & book design, art direction, multi-disciplinary missions, exhibition design, urban design with a focus on the cultural sector.

Contract Web Creative

Artmiks / 02.2001 - 05.2001

Designed the website of the biggest Dutch Art collection, alongside Kessels Kramer and the Creative Director of Bohemia Amsterdam.

Junior Creative

Publicis + BBDO / 1997 - 2001

Junior Creative on several campaigns such as Coca-Cola, Smirnoff and Mercedes.

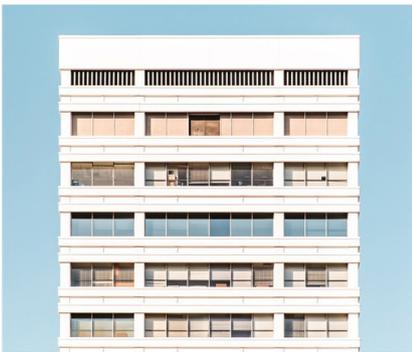


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Work

About



Client Experience

Addison Lee
Astra Zeneca
Bahlsen
Balfour Beatty
Bank of Abu Dhabi
Berkeley
BMW
BP
Brightstar
BT
Citroen
Clarendon
Cobham

Danone
Deutsche Bank
Discovery
eFinancialcareers
European Union
Galliard Health
GSK
IPSOS
JLL
JPC
Kia
LEGO
LinkedIn

Mercedes
NET-A-PORTER
Oneplanet
Pernod Ricard
Philip Morris
Regus
Roche
Rolls-Royce
Royal Caribbean
Smirnoff
St James
Thomas Cook
UGG