

# James Bartlett

## Graphic Designer



## Hello

I'm James, a passionate and highly skilled graphic designer with a diverse portfolio that spans print, online, and digital marketing. With a sharp eye for detail, I'm well-versed in managing projects within deadline-driven environments and working with budgets of all sizes.

As a collaborative team player, I excel in building strong communication and interpersonal relationships with colleagues and clients. I actively seek opportunities to share valuable insights and am a confident leader committed to helping others reach their full potential. I strive to facilitate positive, lasting change within any team I work with.

Throughout my career, I've gained experience across various environments, which has made me adaptable to different companies brand guidelines and working practices. I'm motivated by the challenge of identifying innovative solutions to business problems, and I thrive in fast-paced, agile settings. My extensive experience within studio, print, and e-commerce, has provided me with invaluable insights into the creative dynamics of successful businesses.

Now, I'm eager to bring my wealth of experience and drive to my next opportunity.



## EXPERIENCE

### Lead Digital Designer | ScS | 2021 - present

- / Spearheaded the consistent application of brand ethos across all digital channels, seamlessly aligning with in-store creatives to ensure a cohesive visual identity for the company.
- / Led the development and execution of concept branding in collaboration with a brand agency and internal teams, successfully transforming the look and feel of three initial stores with a more customer-centric layout.
- / Proven expertise in art direction and upholding design standards across diverse platforms. Demonstrated ability to manage the full design lifecycle from concept development to final execution, illustrated in the successful product launches for Stacey Solomon and Ideal Home. Consistently ensuring brand integrity while delivering innovative, high-impact results.
- / Developed and implemented comprehensive image standards for the studio team, creating clear guidelines for both cut-out and set imagery. This initiative ensured a consistent visual style across all product photography and creative assets, improving the overall quality of studio output. By standardising lighting and composition, the new image standards streamlined workflow efficiency, reduced production errors, and reinforced brand identity across all channels.
- / Maintained strong, regular communication with marketing, commercial, and product teams to ensure a co-ordinated approach in promoting the right products at the right time.
- / Introduced social proofing by incorporating customer testimonials from Trustpilot and social media, enhancing customer trust and confidence.
- / Utilised HomeMovers data to develop targeted mailers, resulting in an average return of £13 for every £1 spent.



## INFO

### Phone

07775 646 741

### Email

[jbartlett.graphics@gmail.com](mailto:jbartlett.graphics@gmail.com)

### Website

[www.jbartlettgraphics.co.uk](http://www.jbartlettgraphics.co.uk)

### Based in

Leicestershire



## EDUCATION

### Graphic Design BA Hons

DeMontfort University  
2003 - 2007

### BTEC Foundation Art & Design

Colchester Institute  
2002 - 2003



## KEY SKILLS

### Design Leadership & Team Management

### Art Direction and Visual Strategy

### Multi-Platform Campaign Management

### Brand Development

### Stakeholder Collaboration

### User-Centered Design & Problem Solving

### Concept Development & Execution

### Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)

### Budget Management & Resource Allocation



## FUN FACT

### Advanced open water diver

Australia, Fiji, Thailand, Zanzibar  
Sharks, Turtles, Stingrays, Wrecks

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### EXPERIENCE

#### Senior Graphic Designer | UK Flooring Direct | 2018 - 2021

- / Oversaw the overall brand identity, ensuring consistency across all on and offline company collateral, including quarterly retail and trade brochures, bi-monthly trade price lists, weekly emails, and social media assets.
- / Developed trend-driven monthly campaign packs for social media, email, and digital platforms, driving customer engagement and inspiring purchases.
- / Led and mentored a team of designers, providing guidance, training, and fostering professional development.
- / Introduced new practices and print processes that generated annual business savings exceeding £47,000 whilst serving as the primary liaison for external print and production agencies, ensuring quality control and timely delivery.
- / Created and implemented a cohesive design strategy for retail and trade platforms, delivering a unified brand message to all customers.
- / Streamlined inter-departmental workflows across promotional, email, and print channels, resulting in enhanced workload capacity and efficiency.

#### Graphic Designer | Next Plc | 2015 - 2018

- / Conceptualised and developed innovative seasonal design concepts, continuously delivering fresh and trend-driven solutions.
- / Fostered strong collaborative relationships with Marketing, Retail, and Brand teams to ensure cohesive and inspiring design outcomes aligned with business objectives.
- / Effectively managed a team of junior designers, consistently meeting tight deadlines and adhering to strict budget constraints.
- / Spearheaded the implementation of a streamlined international print production process, resulting in a 10% reduction in production costs.
- / Oversaw the weekly refresh of homepage and landing pages, curating the latest trends and products while closely coordinating with directors and commercial teams to align with strategic goals.

#### Lead Digital Retoucher | Next Plc | 2012 - 2015

- / Utilised advanced Photoshop expertise to digitally retouch all studio and externally shot imagery for the Next fashion brand, ensuring high-quality, on-brand visual assets.
- / Supervised and managed a growing team of production artists based in India, overseeing the organisation, categorisation, and continuous updating of an extensive digital image asset archive.
- / Enhanced productivity within the retouching department by streamlining workflow processes, significantly improving efficiency and increasing capacity to handle larger-scale projects.
- / Built and fostered strong relationships with key image stakeholders, ensuring desired outcomes were consistently achieved on the first iteration.



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