



JAMIE ROXBURGH

CREATIVE DESIGN & MARKETING

PORTFOLIO

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ABOUT ME

Hello! I'm **Jamie**, a highly experienced, fun-loving, and friendly creative professional with over **20 years of diverse expertise**. My career began in higher education, where I supported the learning and marketing objectives of a large faculty and the broader university. This multifaceted role involved design, marketing, technical skills, and teaching responsibilities, providing me with invaluable skills for my future endeavours.

Since departing from the university in 2019, I have embraced various exciting opportunities. I gained valuable experience in **e-commerce** while working for an online health and beauty retailer. Collaborating with a talented team spread across 15 countries and partnering with global brands, I honed my skills and expanded my knowledge in this dynamic field.

Following my tenure at Agent Design, I embarked on a **freelancing** journey, cultivating a diverse client base. It was immensely rewarding to work closely with individuals, bringing their ideas and businesses to life. Additionally, I provided my services to a small **design agency** whenever they required or when I had availability.

This path eventually led me to join a Property Development & Construction Management company as the **Head of Brand and Marketing**, overseeing the group's brands and crafting marketing strategies aligned with their future ambitions at Columbia.

Currently, I hold the position of **Senior Graphic Designer** at Imagine Cruising, where I contribute to the strategic marketing team. Within this role, I fulfill the print and digital marketing needs of the business while also generating fresh concepts and ideas.

EDUCATION

3 A LEVELS / 9 GCSEs

Bristol Cathedral School, Bristol

FOUNDATION IN ART & DESIGN

Filton College, Bristol

HNC GRAPHIC DESIGN

City of Bristol College, Bristol

PROFESSIONAL CERTIFICATE IN UI DESIGN

UX Design Institute

SKILLS

I use...

Indesign / Illustrator / Photoshop / After Effects / XD / Figma / Wordpress / Final Cut Pro / Trello / Microsoft Office

I can do...

Social Media Graphics / Logos / Packaging / Websites / Branding / Brand Management / Digital & Print Marketing / Brand Guidelines / Corporate Stationery / Brochures / Signage / Exhibitions / E-mail Campaigns / Video Editing

EMPLOYMENT EXPERIENCE

08/2022 - Present | IMAGINE CRUISING

Senior Graphic Designer

Within the strategic marketing team, my role encompasses a comprehensive range of responsibilities. I handle various aspects of print and digital marketing, ensuring their seamless integration and effectiveness. Part of my role now encompasses concept and creation of TV adverts, storyboarding and video editing the drafts prior to professional production. Additionally, I contribute to enhancing website user interface and user experience (UI/UX), while continuously exploring innovative ideas and concepts to drive the organisation forward.

12/2021 - 07/2022 | COLUMBIA GROUP

Head of Brand and Marketing

At Columbia, I held a pivotal role in overseeing the brand development and marketing endeavours of the entire group. This encompassed a diverse range of responsibilities, including management of website development, the orchestration of engaging social media campaigns, and the fulfillment of both printed and digital marketing requirements.

This extended my reach to encompass subsidiary brands affiliated with Columbia Group, spanning locations such as Jersey, London, and Ireland. This entailed ensuring consistent brand representation and alignment across all subsidiaries, while addressing their unique marketing needs within my scope of responsibility.

2012 - Present | JAMIE4DESIGN / THE NEW FAT

Freelance Graphic Design

Freelance graphic design, digital marketing and web design.

01/2019 - 31/06/2020 | AGENT DESIGN LTD

Creative Content & Digital Marketing

In this role, I led a team creating digital and printed marketing materials, social media content, and videos for an e-commerce platform in the health and wellness sector. We developed a wide range of content, including promotions for our website and customised content for brands and products. Our focus on improving the user experience led us to optimise the UI for accessibility and sales. Working with global brands, we created impactful digital and print marketing campaigns that resonated with the target audience. We also designed region-specific product packaging to cater to diverse market preferences.

06/2000 - 12/2018 | UNIVERSITY OF THE WEST OF ENGLAND

Graphic Design Support Technician

This dynamic position merged design and software support responsibilities. As part of my role, I provided comprehensive classroom support, guiding students in grasping essential graphic design principles. Moreover, I designed and conducted instructional sessions on industry-standard software, including Adobe InDesign, Photoshop, and Illustrator, ensuring alignment with the curriculum.

Within the design realm, I took charge of producing marketing materials for the faculty and the broader university, strictly adhering to brand guidelines. This encompassed curating engaging exhibitions, developing teaching materials for academic and textbook utilisation, crafting content for the e-learning team, and creating online learning resources. Additionally, I played a pivotal role in the compilation and publication of the second edition of the urban planning guide, "Shaping Neighbourhoods," (2nd Edition) by Routledge.