



Maria Hanlon

Digital Art Director

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Profile

I'm an award winning, motivated and experienced Digital Art Director. I've worked at top London agencies and built up a portfolio of major brands since starting out as a designer in 1998. Brands including: Shell, RBS and NatWest banks, Virgin Media, Getty Images, Orient-Express, Harrods, Waitrose, BBC, Unilever and Cancer Research. I'm adept at taking a project from vision to completion, with strong focus on creativity and usability.

Employment History

Digital Art Director: Click Media, Dublin. March 2019 - present (Working remotely)

Art director for small digital agency. Planning & implementing design across web, apps and social. Brands including: Equipet (pet superstore), Auto Bodyshop Supplies, Dublin Council and local government organisations.

Freelance Digital Art Director: July 2009 - March 2019

- SapientNitro, London: Designing for multiple RBS/Natwest bank projects including the award winning mobile banking app. Plus designing infographics for a large Unilever project.
- Getty Images, London: Designing for global campaigns.
- EMC, London: Redesigning Raceforlife.org for Cancer Research; designing and illustrating a Virgin Media website; designing an interactive wardrobe for John Lewis.
- VML, London: Designing for Eastenders, Microsoft, Collgate, Nutella and Xbox.
- Blue Barracuda, London: Designing for Ebay, Getty Images, Pizza Hut and TGI Friday's.

Digital Art Director: twentysix, London (top 20 agency). May 2007 - June 2009

Art director for global and high profile brands including Shell, Waitrose, Epson, Royal Navy, Royal Marines, Samsung and Game. Plenty of hands on design as well as line-managing creatives.

- Lead creative on the Shell account (1 year). Taking ideas from concepts through to global advertising campaigns. I art directed a 3D animation, and a video. Working with the client and directing multiple teams.
- Lead creative for Waitrose.com, (1 year) an editorial website with 8,000 pages. I directed a team of 10. I worked closely with Waitrose evolving their site and social media. Waitrose.com won an Interactive Media Council Award 2008, was shortlisted for a BIMA 2008 and a Revolution Award 2009.

Freelance Senior Designer: July 2005 - May 2007

- Harrods, London. Designing for harrods.com, for microsites, and online advertising. My redesign of the Harrods HTML emails and banners saw online revenues double.
- Creator, London. Designing HTML emails for Thomson Holidays. DMA award winning.
- Marks & Spencer, London. Designing for marksandspencer.com

Senior Designer: Illustrated London News Group, London. January 2003 - July 2005

Lead creative responsible for design and art direction across 30 websites and online advertising. Clients included Orient-Express, GNER, South West Trains, Illustrated London News Group, Ultrafemme (luxury shopping) and GE SeaCo. Responsible for designers and production assistants. Award winning sites included:

- GNER magazine site: APA Online Publishing Solution of the Year 2005
- South West Trains magazine site: APA Online Publishing Solution of the Year 2004
- gner.co.uk: Web User magazine Gold Award 2004
- HTML emails consistently received high click through rates, greatly boosting client revenue.

Graphic Designer: WMW, London. October 2001 - May 2002

Designing web and print ads, concept and pitch work. (6 month contract.)

Web Designer: Confetti.co.uk, London. May 2000 - September 2001

Joint lead designer. As well as site design, I was responsible for all advertorial and microsite design, mostly for major fashion and cosmetics brands. Confetti was named the Observer Magazine's Site of the Year in 2001. Redesigned WeddingGuideUK.com. Responsible for two junior designers.

Graphic Designer: ACP Magazines, Melbourne, Australia. May - September 1999

Designing print ads and page layouts for Australia's major motor magazines, from tiny classifieds to double-page spreads. Picture research and concept generation for articles.

Graphic Designer: Calibra Marketing, Hertfordshire. March - October 1998

Print design for newspaper ads, brochureware and branding.

Photography Assistant: Paul Ives Photography, Bedfordshire. October 1997 - February 1998

Arranging cameras, lighting, sets and general assisting work. Some photography.

Other Design Work

During our 3 years in Delhi, India I did a lot of design for the British High Commission Charity Fund. And over the years lots of projects for friends including branding, book design, print and lots of web design. Bigger projects include:

Designer and co-organiser of charity photography book Picture Delhi. 2016 - 2017

Designed a coffee table book. Led its creation and associated fundraising. Raised approximately €20K.

Designer: The British High Commission Charity Fund, Delhi. 2014 - 2017

Print and digital design for large scale fundraising events such as charity balls.

Web Designer: www.marcwallace.co.uk - Menswear designer. 2001 - 2006

Sole designer and developer for the substantial mens formalwear website.

Educational Qualifications

1995 - 1997 Camberwell College of Art, London MA Printmaking

1992 - 1995 Southampton I.H.E., Southampton BA (Hons) Fine Art, 2:1

Interests

Travel, photography, reading. Songwriting and listening to music.