



RDD

Kate Margolis / Graphic Designer / PDF Portfolio

CV

Kate Margolis

Graphic Designer

www.rdd-design.com

Throughout my career, I have always tried to ensure that the passion and enthusiasm for my work has shone through. Despite my success as an independent designer, I have found that it is through a team that I have achieved my greatest potential.

I have learnt that having a platform to question and develop ideas harnesses greater creativity - although realising creative inspiration doesn't come without its obstacles! Time management and working to tight deadlines are important in any industry, but the foundations and biggest challenges of design lie in communication.

In all my work, I have relished these challenges and used them to fuel my ambition and maintain my own high standards.

Awards

YunoJuno Freelancer of the Year 2018
CIMTIG 2009 Silver Award Best Consumer Press Ad & Outdoor Campaign
CIMTIG 2009 Best Poster Campaign

Competitions

D&AD Global Student Awards 07 / Zenithsexistence.co.uk
RSA / Sustainable Packaging

Exhibitions

D&AD New Blood presents the work of the Best Emerging Talent 2008

Education and Qualifications

2005-2008 - BA (hons) Graphic Design, London Middlesex University
2004-2005 - Foundation The University of the Arts, Chelsea Art and Design

Skill Set

Over 13+ years of industry experience across all design disciplines
Advanced knowledge of Adobe CS; Indesign, Photoshop & Illustrator
Advanced knowledge of end-to-end process's with extensive experience in UX and UI, specific to product development.
HTML basic knowledge and understanding of up-to-date practises
Sketch
Zeplin
Invision / Invision Studio
Extensive knowledge of both PC and Mac platform
Word, Excel and e-mail applications
Knowledge and interest in contemporary art history and design

Reference

If you would like a reference, please don't hesitate to ask.

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Contract Creative Positions

08/2004 - present

Foolproof / Senior UX and UI Consultant

Working for ATG Ticket on a digital transformation across their ticketing platform.

CX Partners / Senior UX and UI Consultant

Hertz results UX/UI exploration and AXA PPP Healthcare product integration user research, working with key stake holders across both projects.

Ogilvy / Creative Lead

Working on digital creative for American Express and British Airways.

Cake - Havas / Creative Lead

Working on digital creative for Coca-Cola and Barclaycard.

Imagination / Creative Lead

Jaguar Land Rover Paris Motor Show 2016 app and subsequent designs for the campaign, including email design, Formula E registration and JLR Spec Pods.

Inkling / Freelance Designer

Pitch work for Netflix and EA sports/FIFA specialising in advertising material.

Hugo & Cat / Freelance Designer

Branding pitch work for Amazon.

MVF / Creative Lead

Social media creative advertising assets for B2B and B2C.

nez / Creative Lead

Branding and app UX/UI development and design, marketing and brand assets.

Pulsar & FACE / Creative Lead

Working closely with the teams to create various digital and print magazines as well as data driven client decks for Spotify and automotive industry.

breakupbuddy / Creative Director

12/2014 - 07/2016

Overseeing and designing all elements for the brand whilst working with a developing team to build the iOS/Android app. Securing round two of fundraising meant I worked closely with the CEO & founder to carve, craft and produce all of the brand elements and UI function, whilst managing a team of developers and other designers/copywriters/project managers.

www.breakupbuddyapp.com

studio@re.fresch / Creative Lead

12/2013 - 12/2014

Working as design lead within re.fresch, day to day was balanced by the hundreds of aesthetic elements and technical events required to make designs great, function well and resonate with users. Gained experience in turning company profiles into infographic journeys, whilst exploring the needs for a new identity or digital piece of marketing.

www.refresch.co.uk / studio.refresch.co.uk

The Virtual Forge / Creative Director

12/2010 - 12/2013

Leading the studio as VF CD, I explored the realms of design through a multitude of innovative & exciting platforms. Gained valuable experience in UI/UX and design for mobile tools & internet applications. Website design & branding were key elements, as well as daily management of client expectations.

www.thevirtualforge.com

Truly Advertising Agency / Graphic Designer

06/2008 - 11/2009

A London advertising agency specialising in advertising for leisure and travel. Clients included 188Bet, AIG, Isle of Man, Yorkshire Tourist Board, Fred.Olsen Cruises, Port of Dover and more.

www.trulylondon.co.uk

BBC



Coca-Cola

DIESEL



vodafone



Hertz

David Lloyd



Mercedes-Benz



SEGA



CLIENTS (SOME)



Logos from left to right

Afterparty: Event night based in Ibiza

Ryder: New 50's style boyband

Will Patrick Wedding Photography: Branding design for new photographer

breakupbuddy: Social media app alleviating loneliness

Barclaycard: Pitch logo for 'be' festivals

BRANDING

Anchura
The capacity to excel



tapd

ATG Tickets



Logos from left to right

Anchura: Asesors for corporate companies

AVRillo: Solicitors branding - logo stamp

tapd: US Alumni jobs database

ATG Tickets: Global ticketing platform

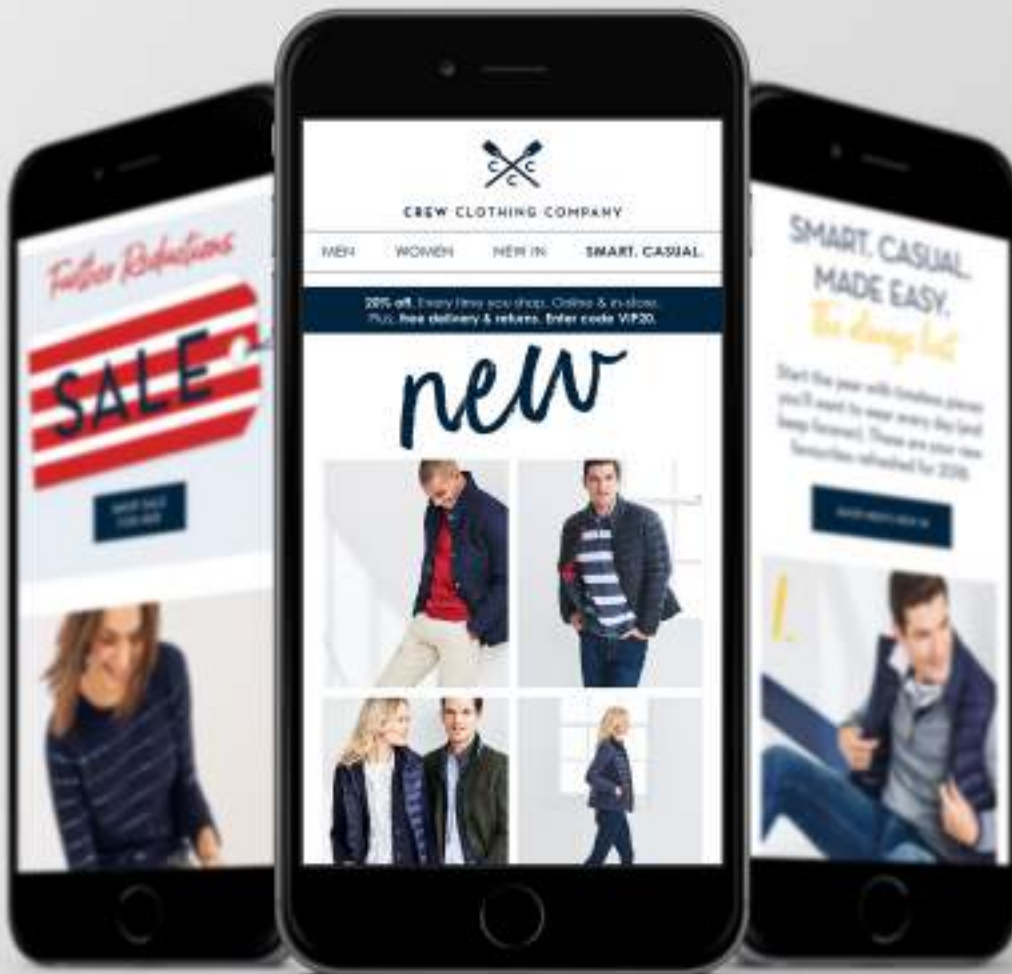
nez: App for local food and drink offers



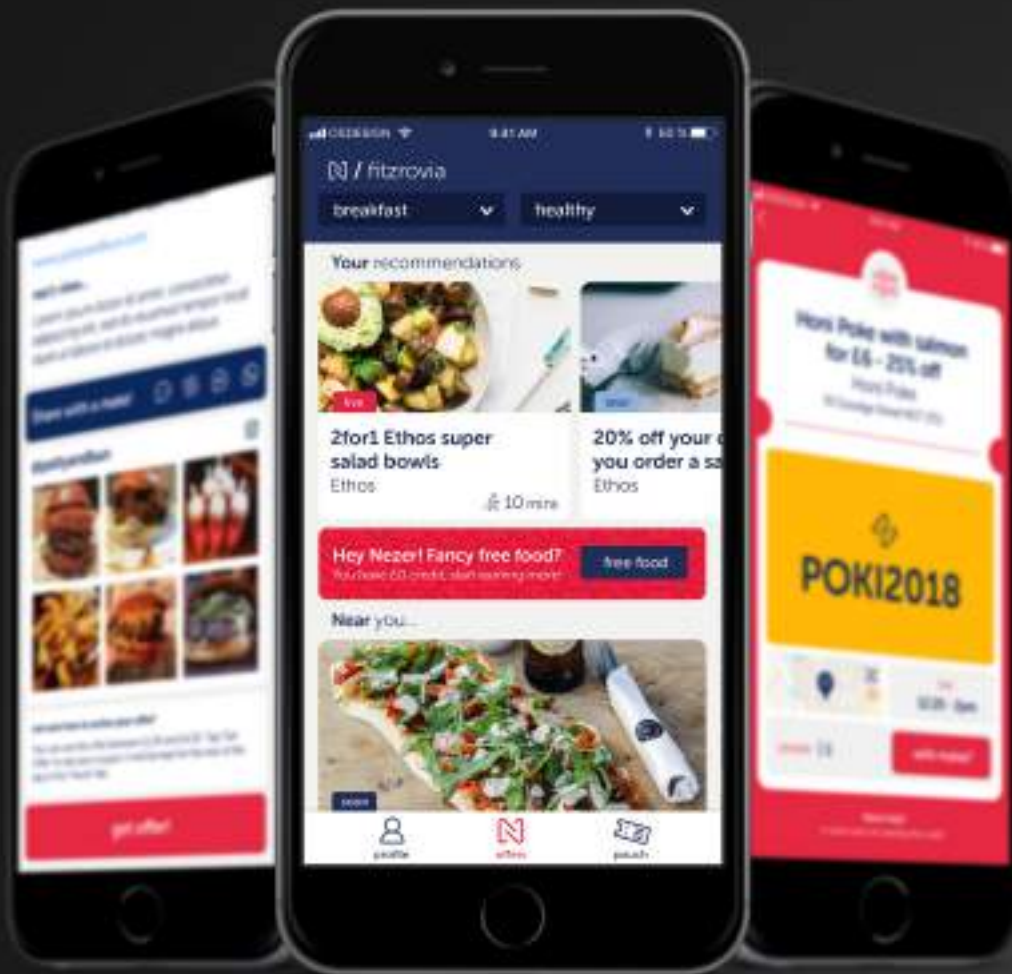
Jaguar Land Rover (Imagination) / This app was specifically designed to book a VIP tour of the Jaguar or Land Rover cars. Within the app, you can unlock exclusive content about the models by walking up to the car with the phone's bluetooth activated, find out your nearest retailer and book a ticket at the Jaguar Formula E Virtual Reality stand.



tapd / A simple alternative to on-campus recruiting. The app lets you book an interview with the tap of a button and match with those who meet your value skills and interests all around the world.



Crew Clothing Company / Crew is driven by the desire to produce the ultimate casual wear. Their ethos has created a loyal following of customers who appreciate classic yet stylish designs. Having spent a couple of months working with them across all digital communications, these are some examples of emails.



nez / nez saves users money on breakfasts, lunches, after-work drinks and everything inbetween, with over 45 partners & 300 exclusive weekly deals from local favourites within the soho and fitzrovia. nez drafted me in for development of the phase 1 app redesign and branding, giving them new tools and assets to market the app to new and existing users.



breakupbuddy / This app puts the 'social' back in social media. Before we started wire-framing, it was key to understand the target audience, so the user interface (UI) was designed to be familiar, simple and intuitive to use. To design the app successfully, emotional response to colour, layout and inclination of the application had to be considered.



AVRillo / Print design stimulates all of our senses and therefore has dimensions and possibilities that the digital world cannot; textures you can feel, physical spaces you can fill and the fresh smell of ink. Nothing beats the feel of good quality texture on paper on a well-crafted and designed business card or brochure. Here is an example of a branded mag for AVR.



Pulsar / Print and digital magazine for social research company Pulsar. This magazine was content-driven with analytics and big data from the automotive industry, mainly Audi, BMW and Mercedes.



Will Patrick Weddings / A prestigious wedding photographer who prides himself on his fun and relaxed contemporary approach to photographing weddings. With that in mind, the brief was for classy, sophisticated and clean, whilst screaming 'wedding with a creative twist'.

NETFLIX

THE BEST OF THE BEST
 A NEW SERIES OF
 THE BEST OF THE BEST
 A NEW SERIES OF
 THE BEST OF THE BEST

RUMOURS

1986

THE BODY SHOP

The Rewild Festival

12TH & 13TH SEPTEMBER 2019
 HIDEY TOM, BOSHAMWOOD

PATTERNIFY THE FAAT MASKED BALL
 MARSHMALLOW LASER FEAST STAR GAZING W / TOM KERDS
 VEGAN BANQUET BY LOAM CAMPFIRE ACOUSTIC MUSIC
 YOGA CLASSES WORKSHOPS
 ANDREE ROBERTS SPA TREATMENTS

FIND OUT MORE AT
WWW.THEBODYSHOP.COM/REWILDREWILD.FEST

YOUR SOULS CONTENTS

Tanqueray Tonic

With a 1888 recipe to get you back on track in the spirit of the 19th century,
 Tanqueray Tonic is a natural tonic with a hint of citrus, lemon, lime, orange, grapefruit, and more.

FEATURING

MATTHEW WILLIAMSON
Chief Executive Officer

MARY-ANN DUNKLEY,
 LIBERTY
Chief Financial Officer

PAUL SMITH
Chief Marketing Officer

ALICE LUND &
 ADAM GRECO
The New Zealand

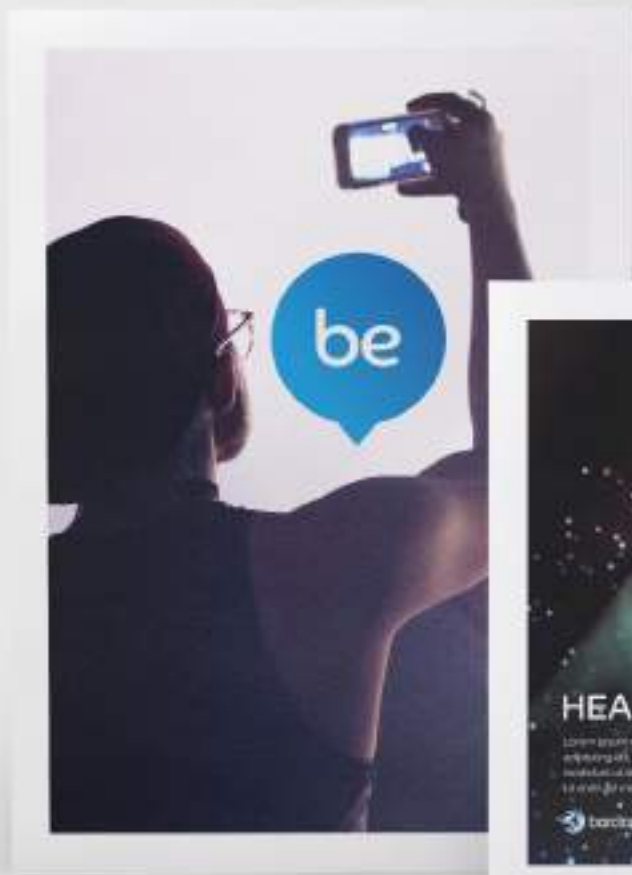
tanqueray.com

we can't find you a romantic match,
 but we do match thousands of
 Londoners with their lunch every day.

nez, your local food & drink hero.
 download nez today and @joinez

Available on the App Store and Google Play

OOH Advertising / Examples of OOH advertising across Netflix, The Body Shop, Tanqueray Gin and nez. More examples available on request.



CAKE (Havas) / Print and digital material for a Barclaycard. With their expertise in innovative payment technology, this pitch was to highlight festival goers' experience of being in the moment. People attending festivals will benefit from contactless technology and seamless payment integration through mobile apps and hot spots to 'be' in the moment.



Paul Hastings (Instinctif) / A pitch campaign idea based on presenting to a solicitors firm that implicit bias is rife in the work place. The campaign title packed a punch with the fact that 'It takes 7 seconds to make your mind up about someone and 6 months to un-make it'. A bold statement of revealing/ripping the layers of an unidentified person, who could be a key player within the business, was the idea behind this.



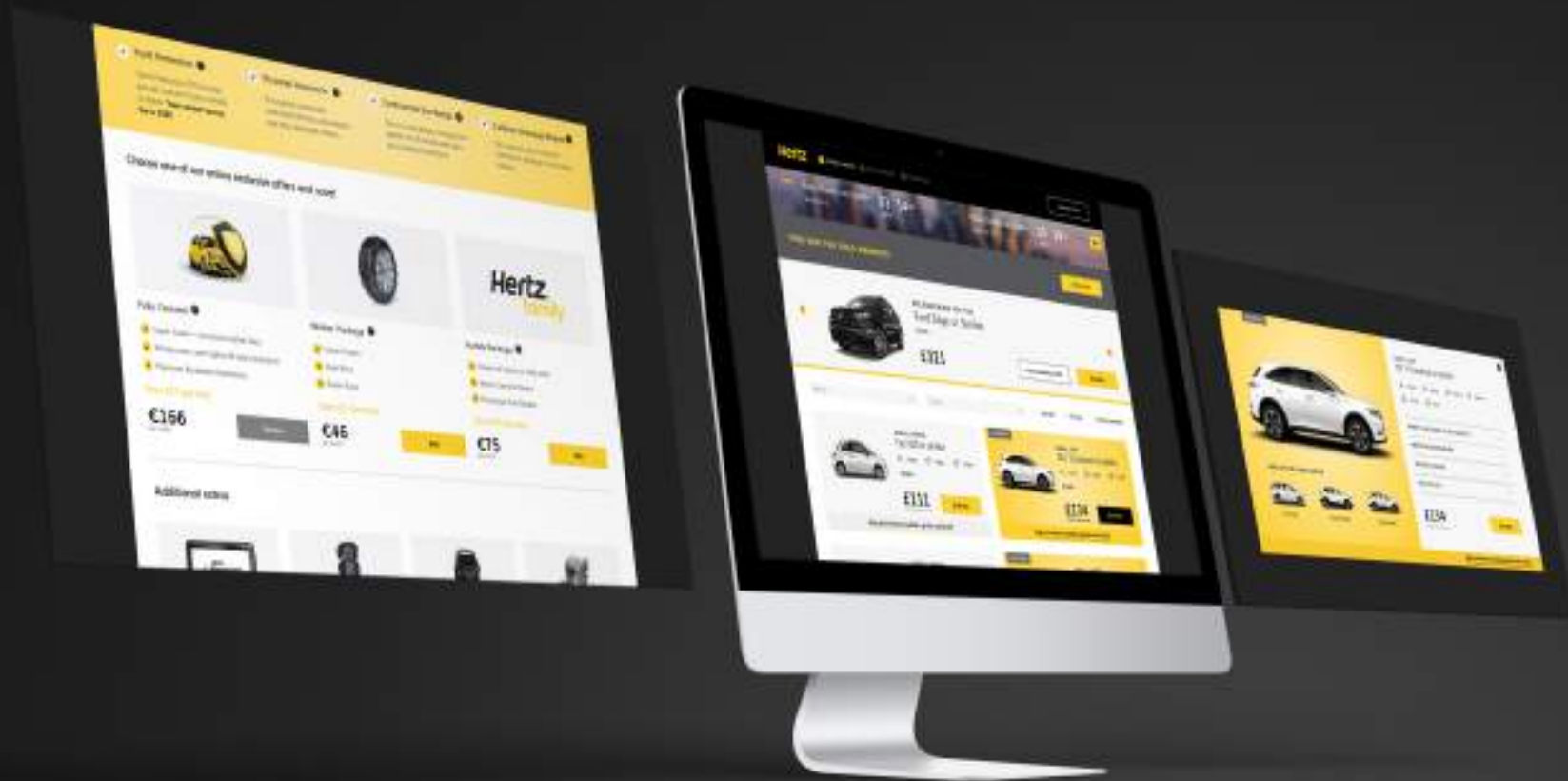
Spotify (FACE) / This brief was to give Spotify a strong qualitative look and feel of five different music fans/segments in Japan. The segments needed to be easily distinguishable from one another and information arranged in a consistent format. Icons, key visuals, background images and colour palettes had to be distinguished amongst each music segment.



Jaguar Land Rover (Imagination) / Spec Pod User Interface for the autoshow. The pods would facilitate the ability to navigate around the unique functions and designs of the new fleet of cars Jaguar and Land Rover has to offer, including the new Jaguar I-Pace concept electric car.



American Express / Microsite designed with the new AMEX branding and illustration guidelines for their Why American Express® scheme. This site had very specific requirements to incorporate their new illustration and branding.



Hertz (CX Partners) / CX Partners, a generation experience design agency, enlisted my help to research and design a proposed new layout for the Hertz Vehicle Page for the Global site. We carried out Hertz internal UX workshops with key stake holders, delving into pain points and business objectives. Low and high fidelity wire frames were delivered through to UI. This design was then user tested against a proposed USA version, to come out on top as 'much more on Hertz brand' and 'easier to navigate when renting a car'.



Crew Clothing Company / The oceanic heritage of Crew Clothing Company, a coastal-inspired brand that was formed and developed in the British seaside town of Salcombe can be seen here represented in the website examples of the Summer 2018 campaign homepage and gender page concept.

www.crewclothing.co.uk



Mollie King / Mollie is best known as one-fifth of leading girl group, The Saturdays. The multi-platinum selling band have sold over 5 million records worldwide, scored 13 Top 10 singles and 5 Top 10 albums. This website is to purpose her entry into the fashion world, as she documents her events and lifestyle.

www.mollieking.com

