

JEAN COULSON

SENIOR DESIGNER

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Senior Designer with over 25 years experience in diverse industries including politics, not-for-profit, health, legal and tech. Passionate about crafting impactful designs that engage and inspire *change for good*. Proficient in Adobe Creative Cloud with a strong track record in both print and digital using Figma and UI/UX user-centric design. Known for exceptional collaboration and communication and experienced in managing multiple projects in a high-profile, fast-paced environment.

SKILLS

- Proficient in Adobe Creative Suite (Illustrator, InDesign, Photoshop, XD), Figma, and data visualisation software Flourish.
- Extensive knowledge of branding and corporate identity development, including logo design and style guide creation.
- Strong understanding of UX/UI design principles, with experience in designing responsive websites and digital interfaces.
- Effective project management skills, including budget management, client communication and team leadership.
- Excellent communication and presentation skills, with a proven ability to articulate design concepts and rationale to stakeholders.
- Produce work to excellent standards in a fast-paced, high pressure environment with multiple priorities and deadlines.

EMPLOYMENT HISTORY

DESIGNER OF BRAND AND CAMPAIGN DELIVERY The Labour Party, November 2022 – Present

- Managed branding and design projects resulting in the landslide Labour victory in the 2024 General Election.
- Led design on many large-scale prominent live events, including Labour Party Conference, Labour's manifesto launch, and Business Conference. This encompassed way-finding, stage design, banners, print materials and digital. These were a series of high-profile, televised events that were covered extensively in national media and viewed by millions of people.
- Designed and executed campaign materials including posters, flyers, digital ads, and social media graphics across by-elections, local elections and Mayoral winning campaigns.
- During the General Election, designed direct mail that influenced over 10 million voters. Targeted at start, middle and end of campaign, persuading voters to support the Labour Party.
- Directed the Party's out of house design for newspaper wraps, wrapping 50 local and national newspapers on polling week, strategically placed to influence our battleground seats.
- Collaborated closely with campaign strategists and stakeholders to align design concepts with political messaging and target segmented audience with engagement strategies. Skilled in multi-language content creation.
- Produced dynamic organic content for socials across IG, Meta and X, achieving high engagement rates among target demographics for policy launches and special days/announcements.
- Designed the Party's corporate communications including annual reports, policy communications and branded literature. Worked closely with stakeholders providing photo sourcing/ editing, iconography, data visualisation and illustrations.
- Increased sales by 37% on the Party shop with engaging dynamic designs highlighting Labour's wins from General Election across various merchandise.

- Actively volunteered to campaign in person across the UK for a Labour victory and managed teams of staff door knocking, using tech/software to record vital data. Also operated Phone-banking (telephone campaigning).
- Designed Win24 Team Labour staff event including branding, stage, and digital. Also created Party's Phone-banking centre for volunteers.

DESIGNER

Tony Blair Institute for Global Change, September 2021 – September 2022

- Spearheaded branding design for the 'Future of Britain' initiative, developing a visual identity and design guidelines.
- Created compelling social media assets and motion graphics for special events and policy announcements.
- Designed and produced editorial layouts for political reports and publications, integrating data visualisation tools like Flourish for impactful storytelling.
- Enhanced TBI's online presence by overhauling the organisation's Instagram account, resulting in a significant increase in followers and engagement.
- Collaborated with cross-functional teams including authors, editors and filmmakers to ensure cohesive brand representation across all communications.

FREELANCE DESIGNER

Jean Coulson Design, July 2016 – September 2021

- Managed a diverse portfolio of freelance projects focusing on branding, print and digital design.
- Led the re-branding for Action for Children, creating a modern and cohesive visual identity across multiple channels. Was their rostered freelancer for all design and campaigns.
- Partnered with clients to conceptualise and execute marketing campaigns, achieving measurable increases in brand awareness.
- Designed and developed websites for media groups and SME clients, enhancing user experience and brand perception.

BUSINESS OWNER

Word Up Design, July 2016 – January 2021

- Founded and managed an online retail business specialising in Pro-European-themed apparel and accessories.
- Developed and maintained the company's e-commerce platform, overseeing all aspects of online marketing and financials.
- Established partnerships with media and influencers to promote brand awareness and advocacy for pro-European values.
- Created unique and marketable designs, driving revenue growth and customer loyalty thus helping the campaign stay visible.

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Moore-Wilson, May 2008 – April 2015

In the digital sphere, Moore-Wilson are one of the UK's largest agencies, offering a full range of services including strategic branding, creative design, digital marketing, advanced web development and integrated eCommerce solutions.

- As Senior Designer, led design projects for prestigious clients including British Red Cross, Royal College of Physicians and Vodafone Foundation across print and digital.
- Designed and implemented comprehensive corporate identity systems, including logos, brand guidelines, and marketing collateral for CECA and NHS trusts.
- Developed large responsive websites and digital campaigns, leveraging expertise in UX/UI design principles and SEO best practices for lawyers, housing associations, businesses and charities such as Independent Age and Peabody Trust.
- Managed client relationships and led presentations to secure new business opportunities, resulting in a significant increase in agency growth and revenue.
- Designed branding for charity fundraising events, created annual reports and designed long-form business publications.
- Mentored junior designers, providing guidance and fostering a collaborative and creative work environment.

PROMOTED TO SENIOR DESIGNER

Qd – Quarto design, July 2002 – April 2007

Design Partnership offering branding and design for b2b and b2c clients. Small company with big client list.

- Directed design strategy as lead designer and account handler for Visa Europe, overseeing the creation of marketing materials, corporate publications, and event collateral including editorial design for members magazines.
- Conceptualised and executed exhibition designs and interactive displays to educate staff about brand visibility and engaging target audiences.
- Managed design projects from initial concept through production, ensuring adherence to brand standards and client expectations.
- Led a team of designers and production staff, providing leadership and support to achieve project goals on time and within budget.
- Collaborated closely with marketing teams to develop integrated campaigns that effectively communicated brand messaging and company values.

JUNIOR DESIGNER

Qd – Quarto design, July 1998 – 2002

- Developed design skills while working on marketing materials for clients such as Prudential and charitable organisations like the British Stammering Association and The Stroke Association.
- Assisted in the creation of print and digital assets, gaining experience in layout design, typography, and visual communication strategies for organisations like Crystal Palace Football Club and London Borough of Barking and Dagenham.
- Managed client relationships and participated in client briefings and presentations, contributing creative ideas and solutions.

QUALIFICATIONS

BA (Hons) Imagemaking and Design

University of Hertfordshire, September 1997 – June 1998

University Diploma of Higher Education: Graphic Design

Middlesex University, September 1994 – January 1997

Art & Design Foundation

Camberwell College of Art, September 1993 – June 1994

OTHER COURSES

Independently demonstrated a commitment to lifelong learning by being selected to attend the Creative Equals course by D&AD/Netflix, where I gained advanced skills in branding, collaboration, behavioural science, and creative thinking. Successfully co-presented creative pitches to advertising and design agencies.

PERSONAL INTERESTS

Regular exercise, singing, reading, cooking, gardening, visiting galleries and museums, attending music events.

REFERENCES

Available on request.

CLIENT LIST

Examples of clients I have worked with:

- Action for Children
- British Red Cross
- British Stammering Association (BSA)
- BT
- BUPA
- Crystal Palace Football Club (CPFC)
- Imperial College
- Independent Age
- Lloyds TSB
- London Borough of Barking and Dagenham
- NHS Trusts
- Nesta
- Nominet Trust
- Peabody Trust
- The Physiological Society
- Prudential/M&G Investment Group
- Rothschild's Investment Trust
- The Royal College of Paediatrics and Child Health (RCPCH)
- Royal College of Physicians (RCP)
- The Stroke Association
- Visa Europe.
- Vodafone Foundation.