

# AMY McHUGH

GRAPHIC DESIGNER / ILLUSTRATOR



Hi, I'm Amy, and I love to create innovative designs that attract attention and communicate. I have oodles of experience designing high quality products within a dynamic, fast-paced working environment.

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## CORE SKILLS

**Art direction:** regularly led and communicated creative direction within a team on front-list series including a range of 12 titles for the release of 'My Little Pony The Movie'. Designed and illustrated key presentation material for licensor pitches, presentations, and key customer M&S. Chosen to create illustrations for a Disney Princess Doodle Book pitch concept.

**Brand and commercial awareness:** successful track record of utilising assets and understanding style guides resulted in consistent first round approval from sales managers and licensors with minimal changes.

**Organisation:** project managed 20-30 titles simultaneously, problem-solved bottle necks, working ahead when possible and taking on extra work when required. Selected by the Managing Designer to mentor 8 team members in workload and time management including those senior to me.

**Technical ability:** delivered packaged files at a repro level of technical accuracy resulting in minimal errors at proofs and plotter stages.

**Communication:** regularly liaised with external freelancers, licensor directors and key internal stakeholders, developing and maintaining relationships with lines of clear communication and presentation.

## SOFTWARE PACKAGES

Highly skilled in Adobe Creative Suite: InDesign CC, Photoshop, Illustrator, Acrobat. Knowledge of Excel, Word and PowerPoint. Proficient in Censhare and Content Management Platforms

## HOBBIES AND INTERESTS

Illustrations, indie games, indie comics, obstacle races, boxing, music and films.

## CAREER HISTORY

**Senior Graphic Designer, Parragon Books, Bath**  
December 2016 - March 2018

- A result of my passion for new ideas, I was entrusted to initiate, lead and champion concept development
- Reputation for creating engaging and commercial designs led to routinely being chosen to design key titles and front-list series looks
- Consistently designed stand out covers, sales material, storybook layouts, activity book layouts, stickers, tins and packaging, as well as illustrations for cover and spread briefs and pitches
- Nominated by Managing Designer to become brand 'guru' for Marvel (including Spider-Man, Avengers, Guardians of the Galaxy, live-action), Disney Princess My Little Pony and Nickelodeon PAW Patrol consulted on brand knowledge by the team from junior level up to the senior management team
- Not only mastered and executed licensor style guides and assets but 'method designed' with total brand immersion that enabled me to create on brand designs and commission bespoke licensor art that pushed boundaries
- Project managed 20-30 titles concurrently, including commissioning, briefing and managing freelancers
- As well as general mentoring in workload and time management I held weekly 1-2-1 sessions with a Junior Designer for more in-depth training
- Reputation for accomplished design meant I often provided creative direction for designers on an ad hoc basis

**Graphic Designer, Parragon Books, Bath**  
February 2016 - December 2016

- Designed licensed children's books for Marvel, Disney, PAW Patrol, My Little Pony, DC Comics, Barbie, Bob the Builder and more
- Project managed design of 15-20 titles concurrently

**Graphic Designer, North Parade Publishing Ltd, Bath**  
June 2011 - February 2016

- Created own brand children's books from initial concept through to print including novelty book formats, storybooks and activity books