

Joseph Hricovec

MSc | CIM | DMI

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WHO

A driven, creative and reliable designer and brand strategist with 12 years of industry experience, including 6 years in leadership roles. Demonstrating a proven ability to deliver impactful designs and cultivate brand identities, I thrive on collaboration and maintain a positive, solution-oriented mindset. My enthusiasm for innovative digital design, coupled with a pragmatic approach to client requirements, has resulted in a diverse portfolio of successful projects and campaigns. With a deep understanding of strategic marketing, I employ analytical thinking throughout the design process to ensure alignment with objectives and delivering of the best results. Currently seeking a new opportunity to leverage my expertise and contribute value.

WHAT

2022 - Present, Graphic & Brand Designer, IMG ARENA

Management and enhancement of brand assets, creating designs for internal and external campaigns. Designing digital and print materials for campaigns and business opportunities. Contributing to successful tenders, £100m+ in value, ensuring clarity and impact of the content.

- Part of an inhouse creative studio, addressing brand design needs (online and offline)
- Designing artwork that engages consumers, triggers responses, leading to brand recognition
- Development of a company's sub-brand for an event, creating new visual language and assets
- Collaborating with other team members, copywriters, developers and marketers

2010 - Present, UI/Graphic & Brand Designer, JH Studio

Contract-based projects, developing brand visual designs for web and mobile apps, working closely with development and production teams to enhance digital designs. Creating user-friendly designs, designing screens and creating visual touch points, as well as the interactivity behind them, ensuring consistency by creating a style guide or visual language, prototypes to catch design weaknesses.

- Defining navigation, user flows and layouts focusing on usability
- Developing wireframes, interface mockups and page prototypes

2019 - 2021, Brand & Design Manager, Symbio Energy

Creating company's visual design and communications strategies. Reviewing market trends alongside evaluating and measuring campaigns to ensure brand awareness amongst the targeted audience.

- Marketing of brands to increase their popularity among target consumers
- Creating and overseeing implementation of the brand strategies
- Brand guidelines, brand monitoring and developing visual assets
- Monitoring progress and submitting performance reports (team of 9)

2015 - 2019 Media Design Lead, Symbio/Lumiere Group

Designs, from concept to delivery; brand development and marketing collateral, digital and print campaigns. Project management and brand management of various company group brands. Recruitment, mentoring and resource management (team of 7).

2012 - 2014, Graphic Designer, Symbio Group

2012, Junior Graphic Designer, Symbio Group

2012, Graphic & Web Designer, Big Stick, Hertfordshire

2009 - 2010, Graphic Designer, 4seconds, Hertfordshire

2009, Graphic Designer, FreeForm Arts, London

2007 - 2008, Graphic Designer, Garamglo Studio, Luton

HOW

- Adobe Creative Suite
- Figma
- Google Analytics, Google/FB Ads
- 3Ds MAX & AutoCAD
- Microsoft Office

WHERE

2020-2022 : MSc Strategic Marketing
Imperial College London

2020-2020 : Digital Marketing Course (DMI)
University of Westminster

2012-2013 : 3Ds Max & AutoCAD Course
RWA, London

2007-2010 : BA (Hons) Graphic Design for
Print and New Media, 2:1
University of Bedfordshire

WHY

Successful launch of a £130m development project The Beacon

Increase of customer base and ROI

Contributing to successful tenders, £100m in value