

Anna Campling

Curriculum Vitae

Personal Statement

I have worked in the design industry for eight years now, my previous role being Senior Designer at Holmes and Marchant.

My love for design and helping those around me achieve great results for our clients (and themselves) is what drives me in my career. I am a real people person and thrive on being surrounded by other like-minded, enthusiastic and inspiring designers.

In my previous role I oversaw a lot of the creative output and lead the graphics side of the studio. In short, I will be a very creative, loyal, fun, hardworking and motivated member or leader of any team.

Key Skills

A great understanding of 2d & 3d design, idea generation/brainstorming, graphic/packaging design, art direction, typography, visualising, great client rapport and presenting experience and the encouragement and guidance of less experienced team members.

Software

Photoshop, Illustrator, Indesign

Hardware

Layout pad, pencil, magic marker... kettle!

Career History

Freelance Packaging Designer (Oct 2012 - Present)

Freelancing for agencies as well as handling my own clients.

Senior Packaging Designer - Holmes and Marchant, Marlow, Bucks (Sept 2010 - Oct 2012)

As the Senior member in a small studio, I worked closely with the Creative Director

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and took creative lead on most projects as well as overseeing others in the studio and assisting in scheduling incoming work.

I am experienced in working with many premium & FMCG brands both in the UK and overseas. Client list includes: Freixenet, Pernod Ricard, LVMH, Kraft, Ferrero, Farrow & Ball, Douwe Egberts, Unilever, Heinz, Keyline Brands and Grossmith.

However, I am just as enthusiastic about working with small start up's as I am with an international clients and can adapt my skills and approach to suit.

I enjoy meeting clients, and am confident when presenting at all levels of the design process, as well as being a key member in brainstorming and workshop sessions.

I have a great understanding of 3d forms and get a real buzz out of working with structural colleagues to create diverse and challenging ideas, getting the best out of marrying graphics with structure in packaging design.

I was also involved in Studio staff recruitment and interviewing.

**Middleweight Packaging Designer - Holmes and Marchant
(April 2006 - Sept 2010)**

As well as increased creative responsibilities, I took over the role of overseeing degree level work experience students. This involved enngaging with academic establishments, and scouting at degree shows to attract new talent for work placements. This is something I still enjoy getting involved with now, and would always support student schemes.

Confident in working on creative projects in teams or alone.

**Junior Designer - Holmes and Marchant
(Oct 2004 - April 2006)**

My first job after University. Approached having completed my degree and after two monhs work experience at the company. I learnt to develop and adapt my skills around the realities of working within the design industry, whilst gaining confidence in my ideas and seeing them through from concept to completion. Developed a great working knowledge of key software programmes and general running of projects.

Education

Surrey Institute of Art & Design, Farnham (2001-2004)

Branding & Packaging: 2:1

Surrey Institute of Art & Design, Farnham (2000-2001)

Foundation Course: Distinction

Yateley 6th Form College, Yateley (1998 -2000)

4 A-levels grades A - C

Achievements

Work related

Chosen as a Design Week Rising Star in 2009. *(See page 4)*

I have been involved in many successful re-brands throughout my career but to date

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I am most proud of my work on Dairylea which has seen turnover double since the packaging re launch in 2012 and the creation Freixenet Mia, which was nominated last year for a DBA award.

Personal

I enjoy working with children and volunteer for a local brownie guide group as and when I can. I also try to complete Race for Life and other charity runs as often as I can.

Hobbies & Interests

I am a keen baker, (crowned winner of the H&M Bake Off two years running!) My love of a good brew and taking afternoon tea prompted me to start collecting vintage tea cups. This past-time has now escalated into cruising car boot's or antique shop's for potential items I can 'shabby chic'. Making new from old is addictive!

I enjoy riding my bike (with a basket) and have been known to partake in the occasional 5 or 10k for charity.

Travelling up and down the UK discovering new Inns & B&B's is my idea of heaven and my guilty pleasure is Midsommer Murders, closely followed by a dash of Inspector George Gently on a Sunday night.

References

Andrew Doyle

Brand Design & Innovation Consultant, andrew.doyle1948@gmail.com

Nick Hanson

Director Hunt Hanson, nickhanson@hunthanson.com

Louisa Mundy

Account Director at Touch Pack Design, louisa.mundy@googlemail.com,

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Rising Star Feature: Design Week Oct' 2009

When Anna Johnson talks about packaging design, her passion is bound to infect the people around her. She speaks of her ever-growing knick-knack collection of old Oxo tins and luxury perfume bottles, being seduced by a box telling 'a little story about what it's going to do for me', and her love affair with foil-blocking. 'I cannot bring myself to throw away anything with foil-blocking on it. It's becoming quite sad,' she says. She has even infected her mother. She says, 'I'm a bit of a packaging geek and turned my mother into the same. I love that my friends and family are enthusiastic about what I do.'

It's not just seeing one of her own projects on the shelf, but the diversity of design and the connection with the consumers that Johnson gets a kick out of. 'I don't think you quite get that in any other area of graphic design,' she says. 'People grow to love these brands.'

As a designer at Holmes & Marchant, Johnson appreciates some of the smaller jobs, where she oversees the project from start to finish. But working on well-known brands such as Sanatogen, Nutella and Heinz 'feels like a real accomplishment and much more of a challenge', she adds. 'The brief is so concise and you have to respect the history of the brand.'

More and more brands seem to be fighting for a place in the home and not just the shop shelves, believes Johnson. '[Packaging is developing into] packs that consumers would want to keep out on their worktops or on display in the bathroom, they are no longer just performing a function and getting hidden away,' she says.

Instilling some of her passion in up-and-coming talent is clearly important to Johnson, who talks fondly about the participants of the rolling Holmes & Marchant student programme. 'They have such fresh, undiluted ideas and really keep us on our toes,' she says. 'It's so important, especially in the current climate, to carry on investing in young, enthusiastic and talented designers and give them the opportunities and support that I was given.'

When it comes to her ambitions, Johnson doesn't beat about the bush. 'I'd love to be a creative director one day,' she says. But true to form, that ambition comes with a qualifier, 'If I was able to influence people and know that someone had produced their best piece of work with a little guidance from me, that would be fantastic. Failing that, I'd open a cake shop.'

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