

Olga Moore

Hello

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Multidisciplinary creative with fifteen years of experience working across well established global brands.

Software Skills

Adobe CC: Photoshop, InDesign, Illustrator, After Effects, XD, Acrobat.

Management Skills

Managed team of 5 for almost 4 years.

Managing photographers, freelancers, calligraphers, illustrators and the print production processes.

Creative / Design Skills

Conceptual thinking, art direction, creative strategy, excellent knowledge of typography, and layout design, high competence in retouching. Managing work flow (experience in a very fast pace environments) and delivering projects on time, on budget. Excellent understanding of digital and print.

Aptitude Skills

Attention to detail, resilience under pressure while keeping deadlines, understanding new software quickly. Working accurately and fast.

Languages

Fluent in Polish and English.

Education

2004 October – 2007 June

London Metropolitan University, BA Graphic Design

2003 September – 2004 June

Hammersmith and West London College, Foundation studies in Art and Design

Awards

The Majors 2019,
Major Players in association with the Drum
Major Designer finalist

April 2019 – current

Company – Self Employed

Position – Senior Freelance Creative and Art Director

Clients – Unreasonable Studios, HEAD, Adidas, Semi-Famous

August 2015 – April 2019

Company – Knight Frank, London

Position – Deputy Head of Creative

Managing team of 5 designers and art workers.

Art directing photography, print pieces and magazines.

Working with digital creative lead to ensure that the creative approach of all on-line activity reflects off-line collateral and is in line with marketing strategy.

Maintaining the development of the firm’s global visual identity and ensuring that high-quality visual standards and guidelines are established. Managing branding projects and acting as brand guardian to ensure that the quality of creative and design are never compromised.

Providing expert advice on new and innovative print and finishing techniques to ensuring that all materials are created elegantly and to the highest standards. Reviewing proofs of printed copy and materials developed by other team members.

January 2013 – August 2015

Company – Dunhill, London

Position – Senior Designer – Brand Image

Developing creative solutions that enhance all marketing events/ collateral. Supporting graphically other areas of the business while helping to ensure creative brand consistency. Developing brand guidelines – helping with Dunhill re-branding so it’s in line with new brand strategy.

Assisting and coordinating the development and design of all creative marketing output, including: brand guidelines, product images, brochures / look books, seasonal magazine; internal magazine; printed material; store environment and design; packaging, digital – layouts and formats; ad adapts (out of home, web based media, printed media).

July 2010 – December 2012

Company – Hunter Boot Ltd, London

Position – Senior Creative Designer

Acting as brand guardian while being responsible for creating new and amending existing artwork for company brochures, branded packaging, advertising, stationery, posters, leaflets, in store POS, within budget and agreed time-lines. I’ve also art directed seasonal product photography.

Maintaining consistency of information and quality, whilst building digital artworks including; web banners, HTML emails and so forth as well as developing digital strategy.

Maintaining point of contact for external creative suppliers including negotiations and briefing on work, as required. Managing freelancers and photographers. Monitoring and signing off all the artwork from UK and International distributors whilst ensuring brand consistency is maintained at all times.

February 2009 – July 2010

Position – Freelance Creative Designer

Clients – AOL, 1HQ, V&A, UNICEF, Hunter Boot Ltd...

I had a privilege of working for various well established Global brands. My greatest achievements during that time were: successful re-branding of Platform-A to the AOL, after their acquisition; at 1HQ I worked on brand guidelines for UNICEF; there I also designed packaging for Unilever (Surf, Cocolino, Persil), Dairy Crest (Davidstow, Cathedral City), Old El Paso and more; I’d also retouched archive images for the V&A postcards.

April 2007 – February 2009

Company – Emperor

(former: The Annual Report Company)

Position – Graphic Designer

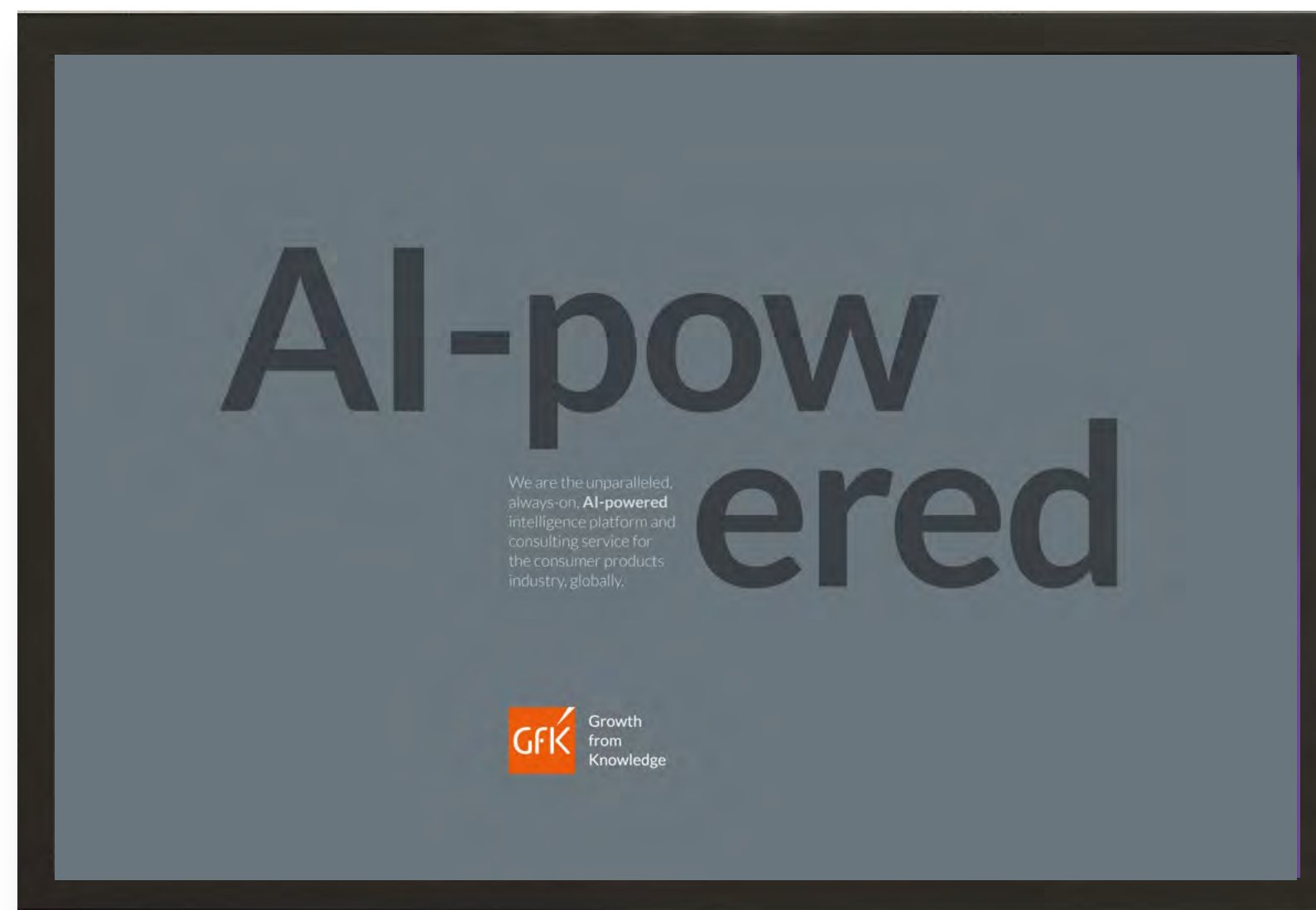
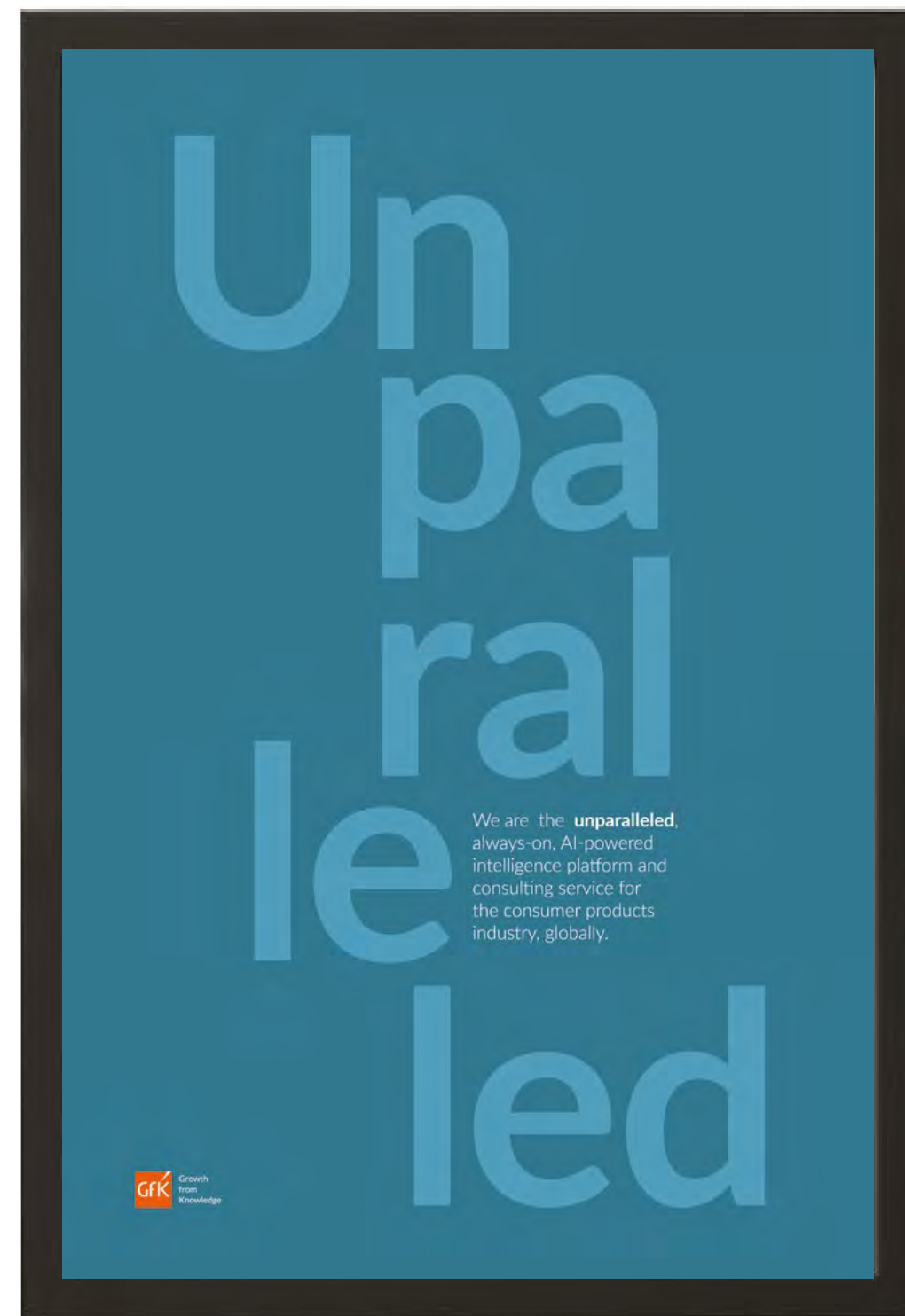
Working on a variety of annual reports which involved; creative concept design, layout design, typesetting and artworking, management of print production, preparation of conventional mock-ups, image manipulation and illustration, management of photo-shoots, and client meetings.

January – December 2006

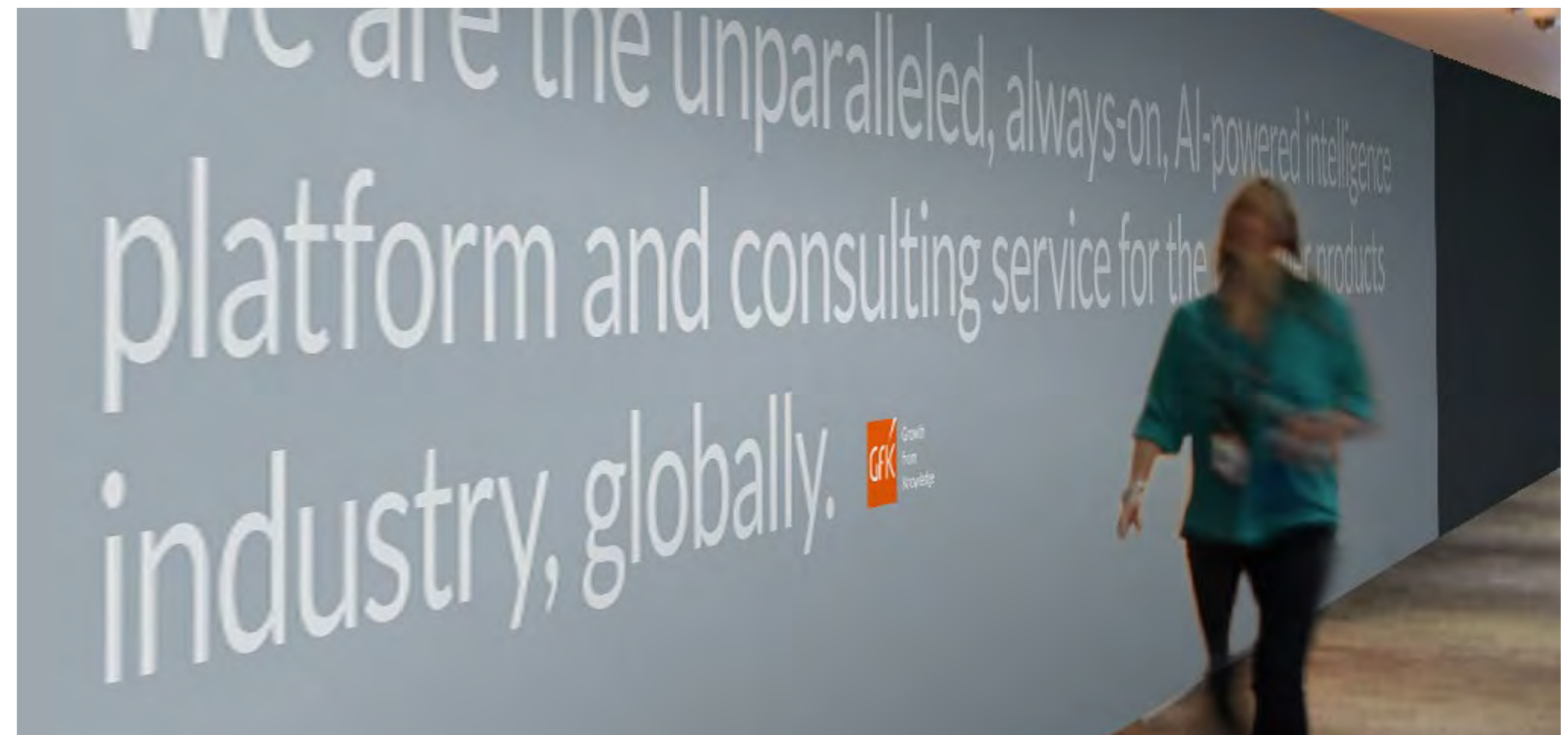
Position – Freelance Graphic Designer

Clients – Bookings Model Agency, Brora LTD

Freelancing contracts for various clients ranging from fashion, to editorial.



Designing set of office posters that instil brand values and bring office artwork consistency, globally.



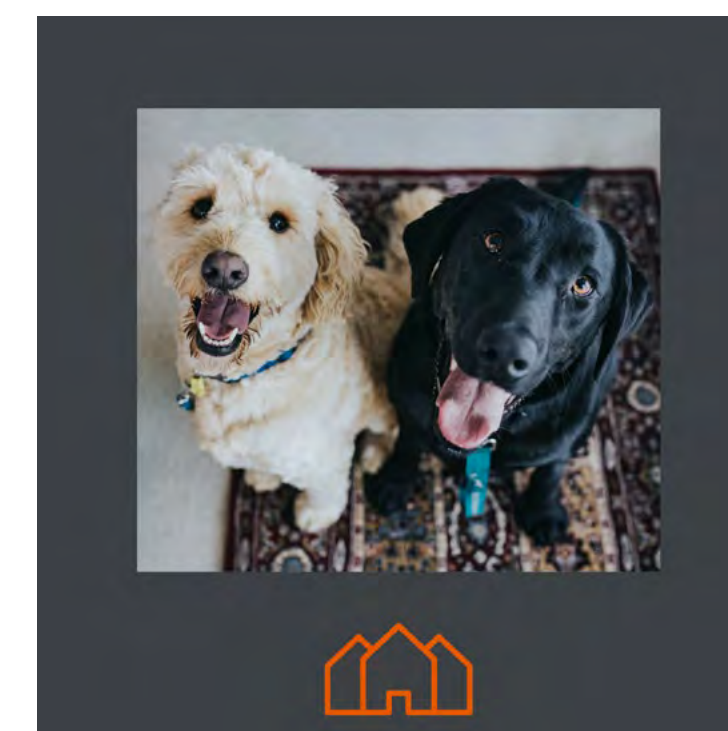
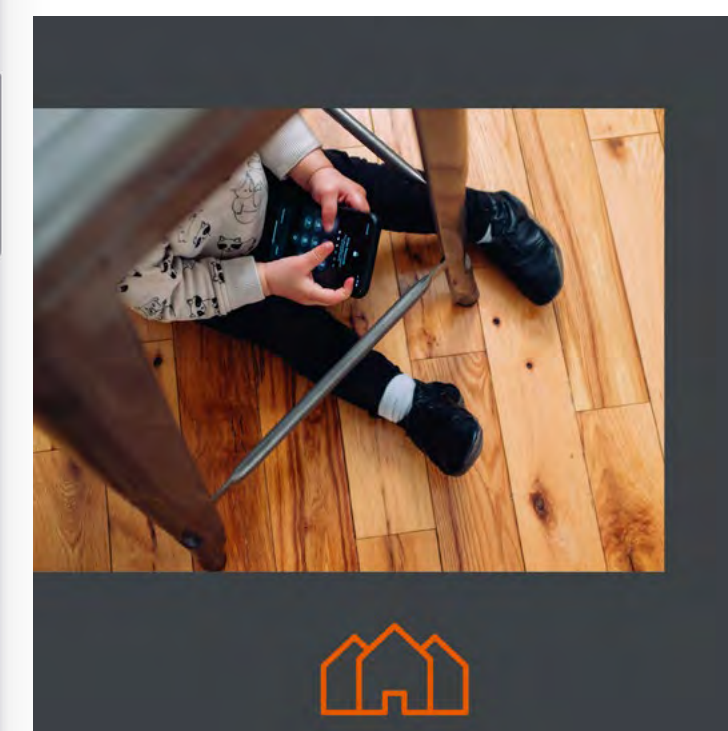
Taking brand value statements and timeline I've created set of wall designs for the global office implementation.



Branding project to design set
of corporate wallpapers for mobile
and desktop.



Branding project to re-design corporate merchandise and stationery.



Instagram is GfK's brand new social media channel that required fresh approach and design. I've grouped Instagram content into categories and designed a bespoke look for each of them making them recognisable but they work together as a family. I've then developed set of PPT templates for easy in-house implementation.

I've developed Office Graphics Toolkit that included guidelines, design artwork (for wall posters and graphics).

Logo positioning

Office wayfinding typography

Brand Graphics for interiors

Posters

What else you need to know

Introduction

GfK is an organization with over 50 offices around the world. This document brings sets of rules for office branding and graphics to ensure global consistency. This toolkit is however only meant as a guide and it is meant to be applicable universally. We therefore did not specify materials, furniture or other finishes.

Welcome to the GfK Brand Office Toolkit

GfK Branding Office Toolkit

Logo positioning

Office wayfinding typography

Brand Graphics for interiors

Posters

What else you need to know

Reception desk area logo

GfK logo must be 1/4 of the height of the visible area.

Logo positioning must be in the second box from the top.

GfK Branding Office Toolkit

Logo positioning

Office wayfinding typography

Brand Graphics for interiors

Posters

What else you need to know

Logo positioning on vertical walls

GfK logo must be a minimum of 20cm height.

Logo positioning must be at the base of where the 9th box starts.

Margin left and right = 1 x width of the logo (without "Growth from Knowledge" promise).

GfK Branding Office Toolkit

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What else you need to know

Office wayfinding typography

When designing office wayfinding please use Lato regular in 700 GfK Gray. Please ensure type is legible and easy to read.

Lato is used throughout print and online applications (if is a Google font). The aim of using this font is to strengthen brand recognition and avoid misunderstanding or misuse. It is important to use this font so the global brand consistency is achieved.

If needed please [download here](#) our corporate font package.

GfK Branding Office Toolkit

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What else you need to know

Entrance signage do's and don'ts

Office entrance branding is a face of GfK. It is the first thing our clients and employees see when entering the building.

It represents the qualities we value most about our company and our product: *being trustworthy, client-centric, quality-centric, future-oriented, and an indispensable expert.*

As the entry point to the GfK Brand and the linchpin of our visual identity, it must always be represented faithfully and consistently.

brand@gfk.com.

GfK Branding Office Toolkit

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What else you need to know

Walls

Timeline

GfK Gray 100 background color.

Design is based on the wall height of 250cm (person is 175cm).

Width is in proportion of the technical drawing (on the right).

In case of limited/reduced wall length/space please get in touch with the Global Brand team: brand@gfk.com.

GfK Branding Office Toolkit

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Posters

What else you need to know

Columns

Global Brand team proposes here two different colors options for office interior pillars: in GfK Gray and in GfK Orange. Local facility team can decide which color option better fits to their local office space and environment.

Mission: Columns – Part A

GfK Gray 500 background color.

Big Type: GfK Gray 700 Lato Bold font.

Body Copy: White Lato Light.

Key words to be highlighted in Lato Bold Font.

GfK Branding Office Toolkit

Logo positioning

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Brand Graphics for interiors

Posters

What else you need to know

Posters portrait

Option 1: Mission statement part A

GfK Gray

Full set

Shown here: unframed.

See printing specs on [page 45](#).

GfK Branding Office Toolkit

Logo positioning

Office wayfinding typography

Brand Graphics for interiors

Posters

What else you need to know

Posters landscape

Option 1: Landscape

White

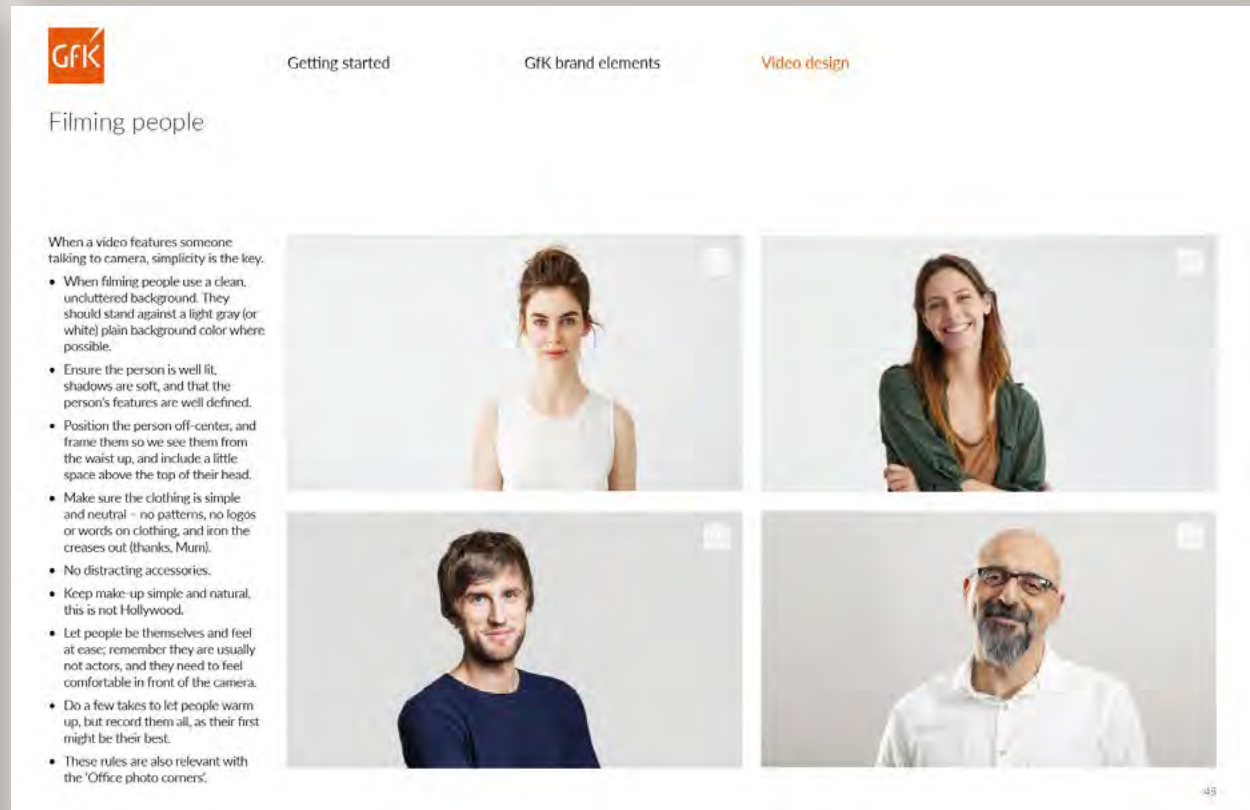
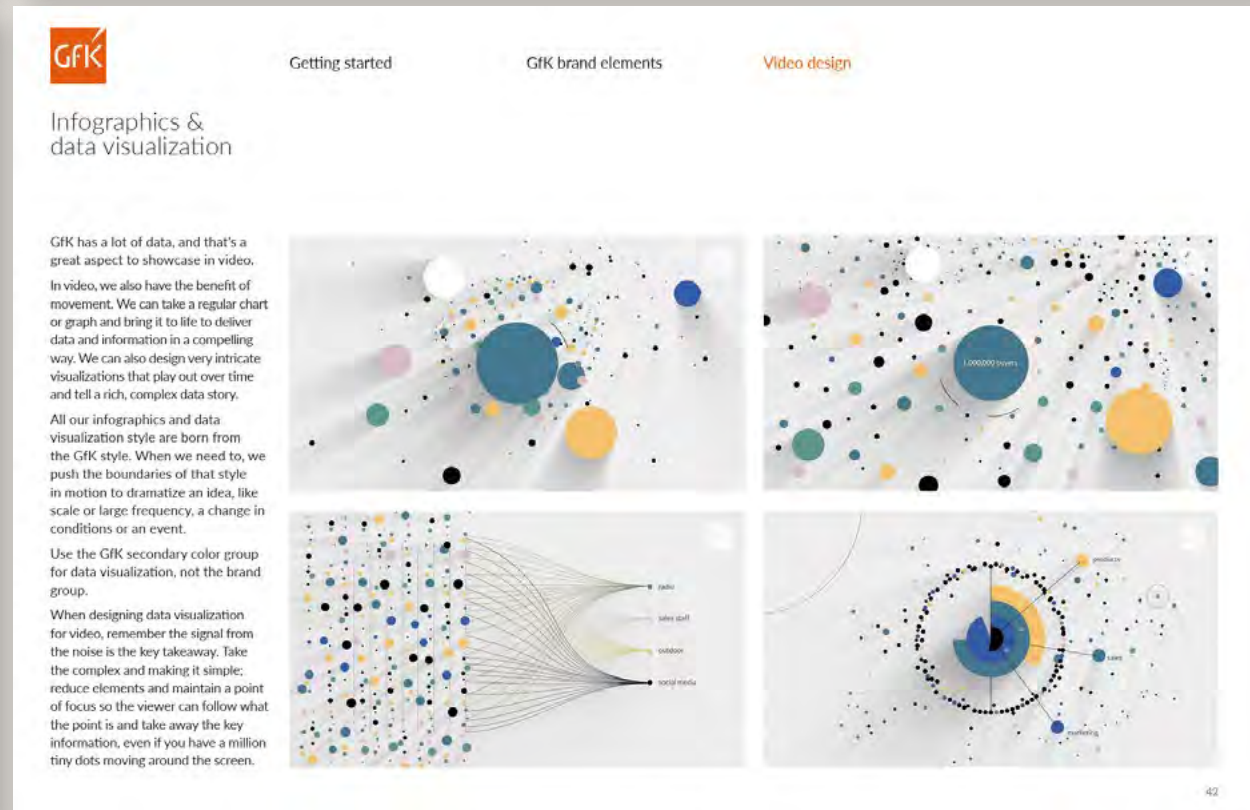
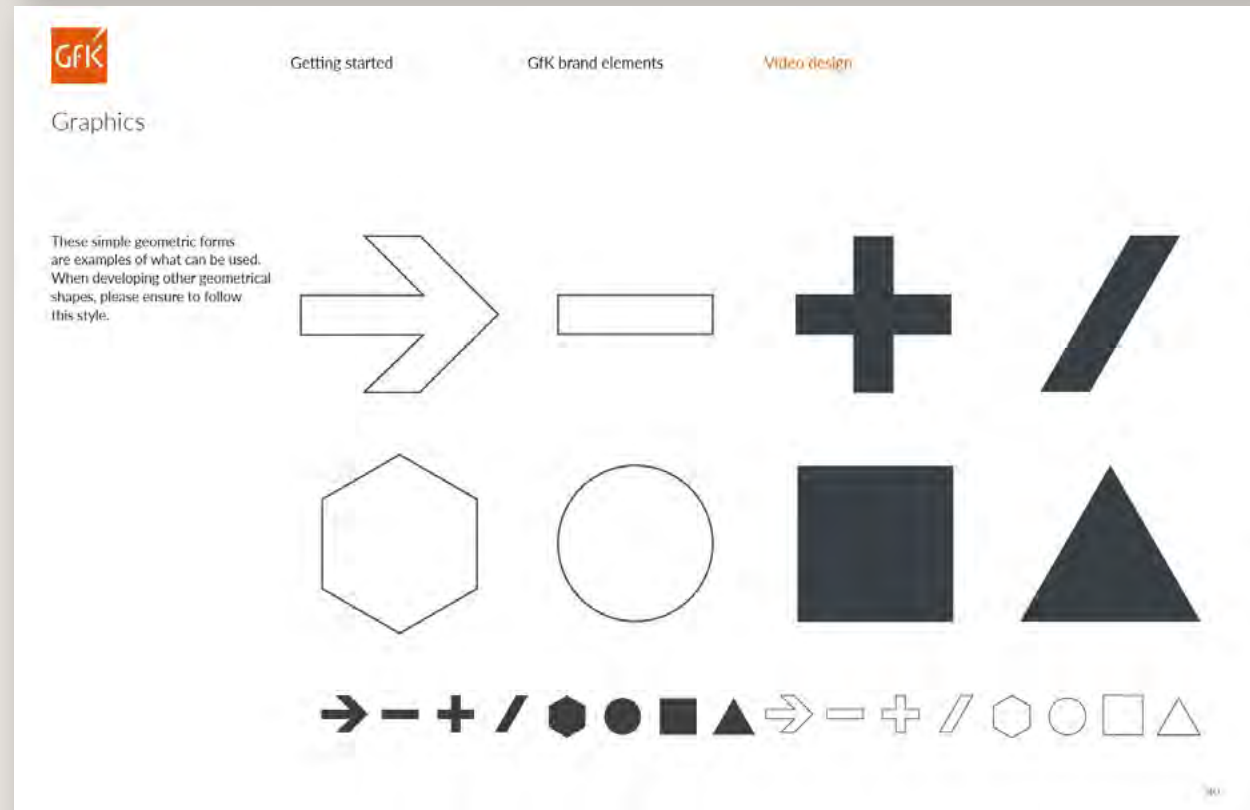
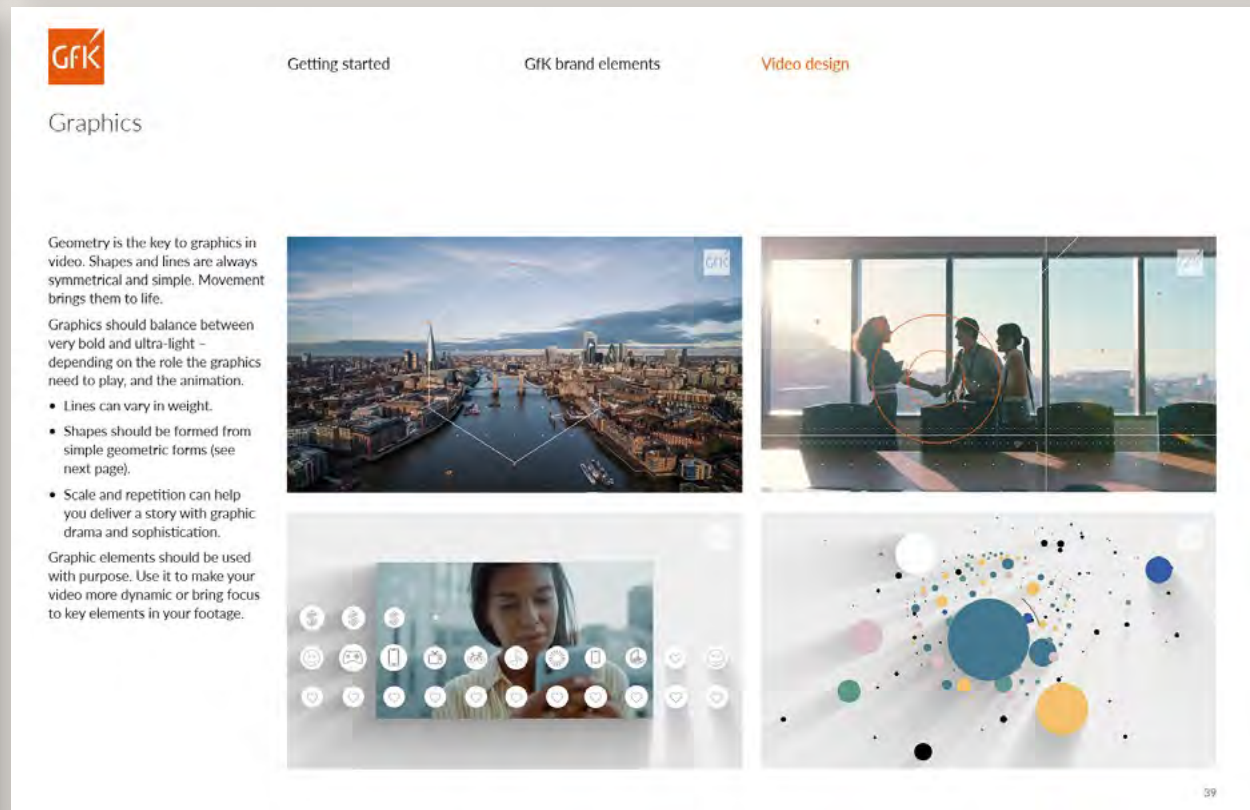
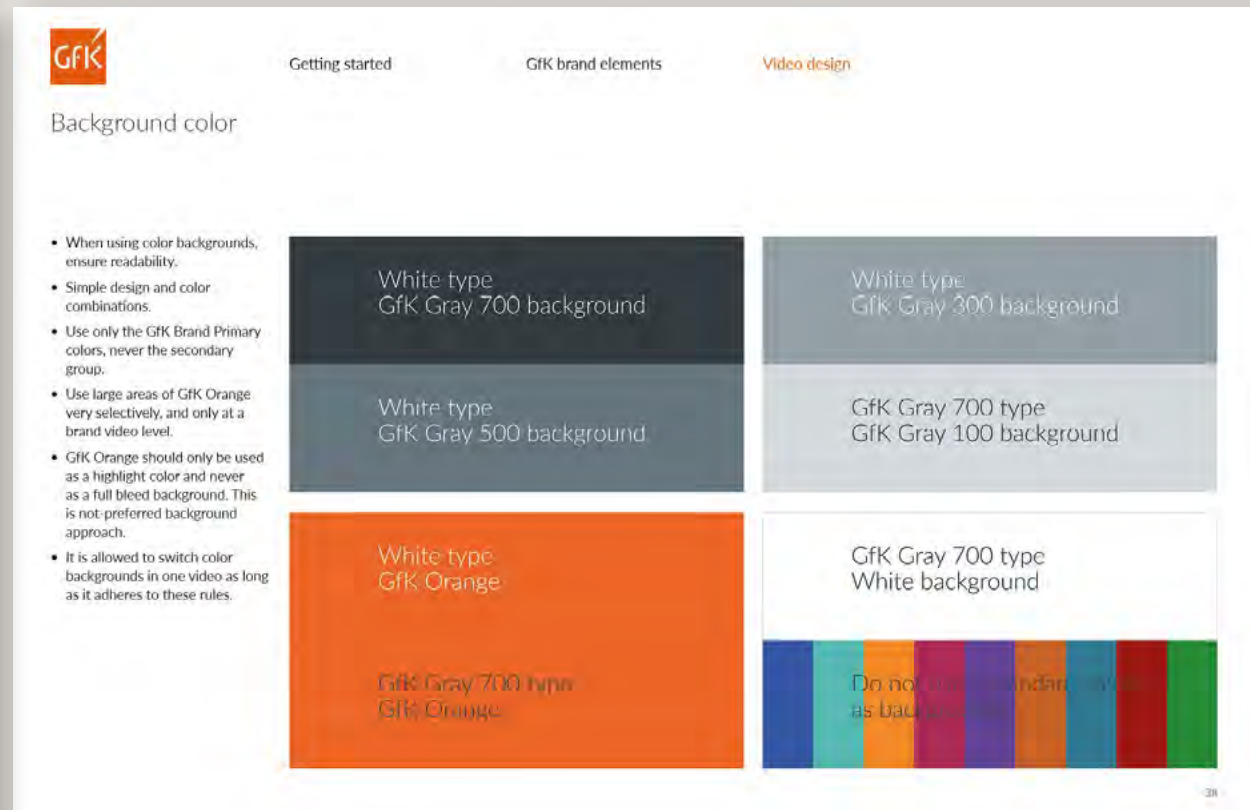
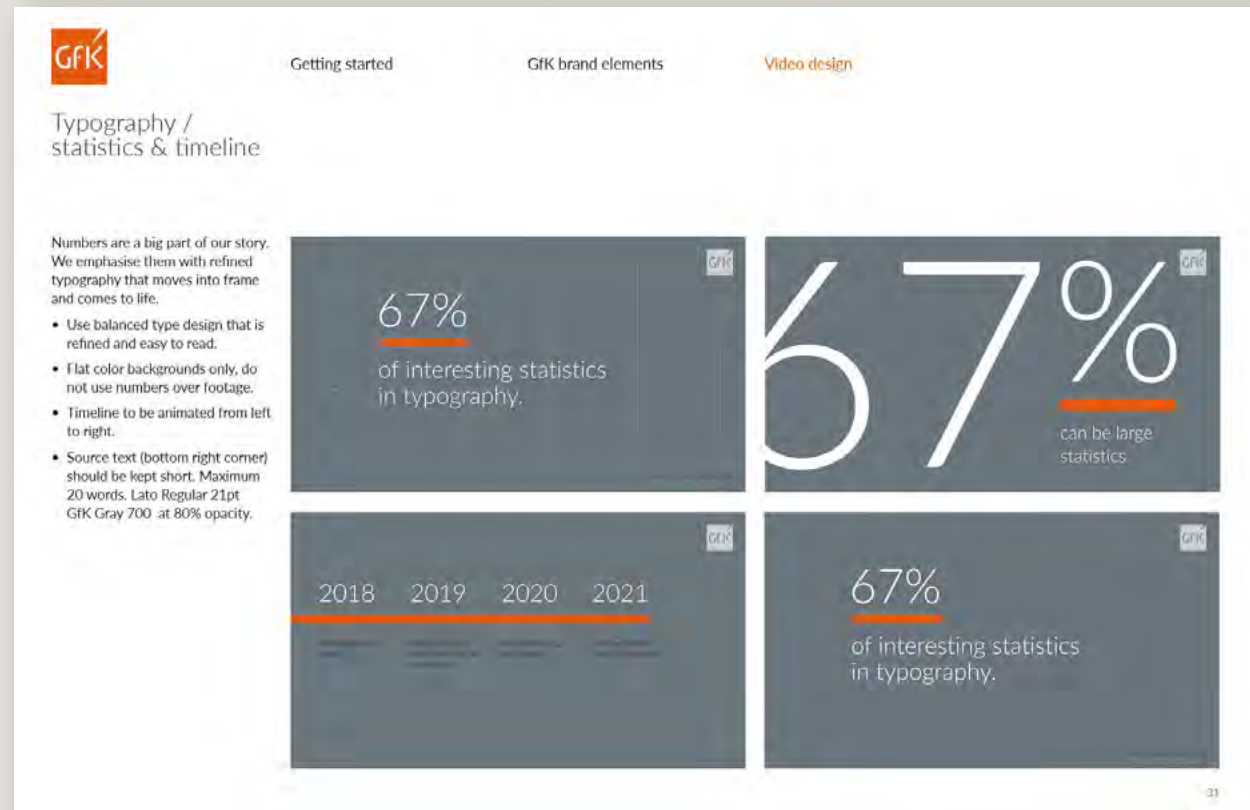
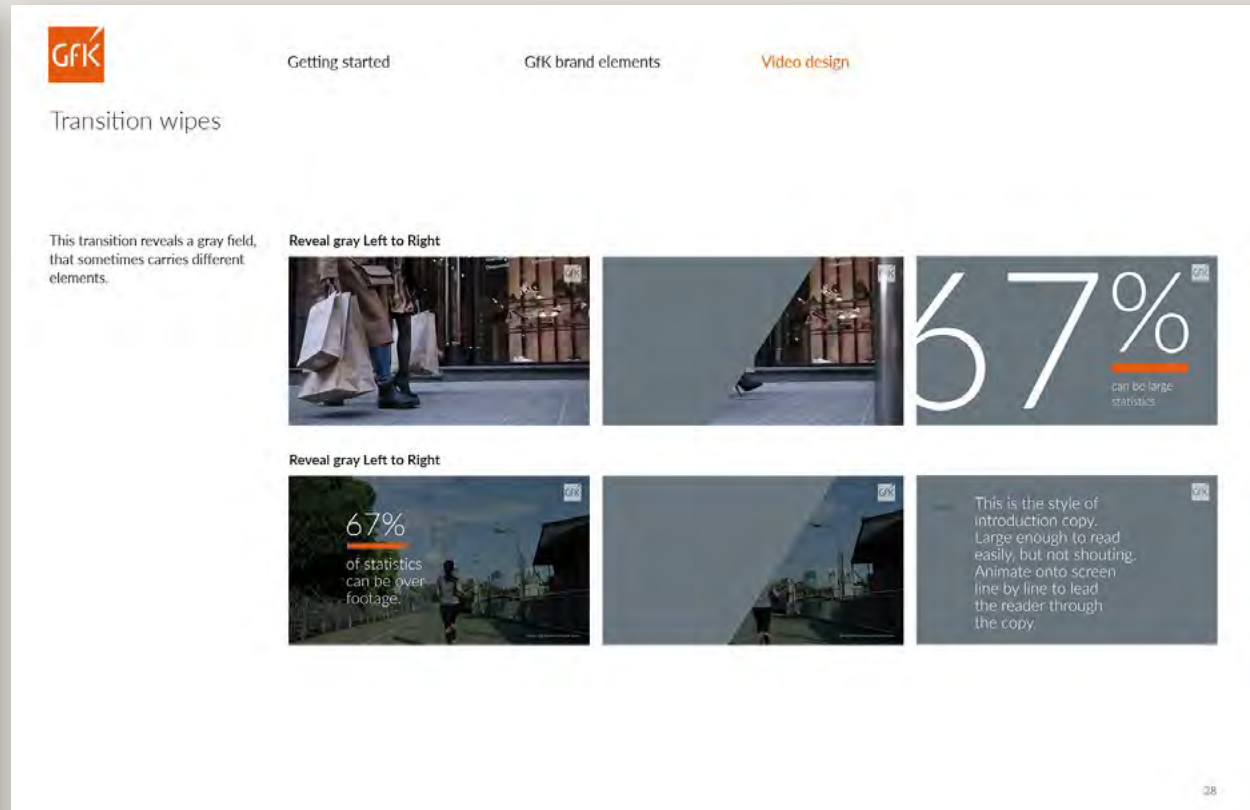
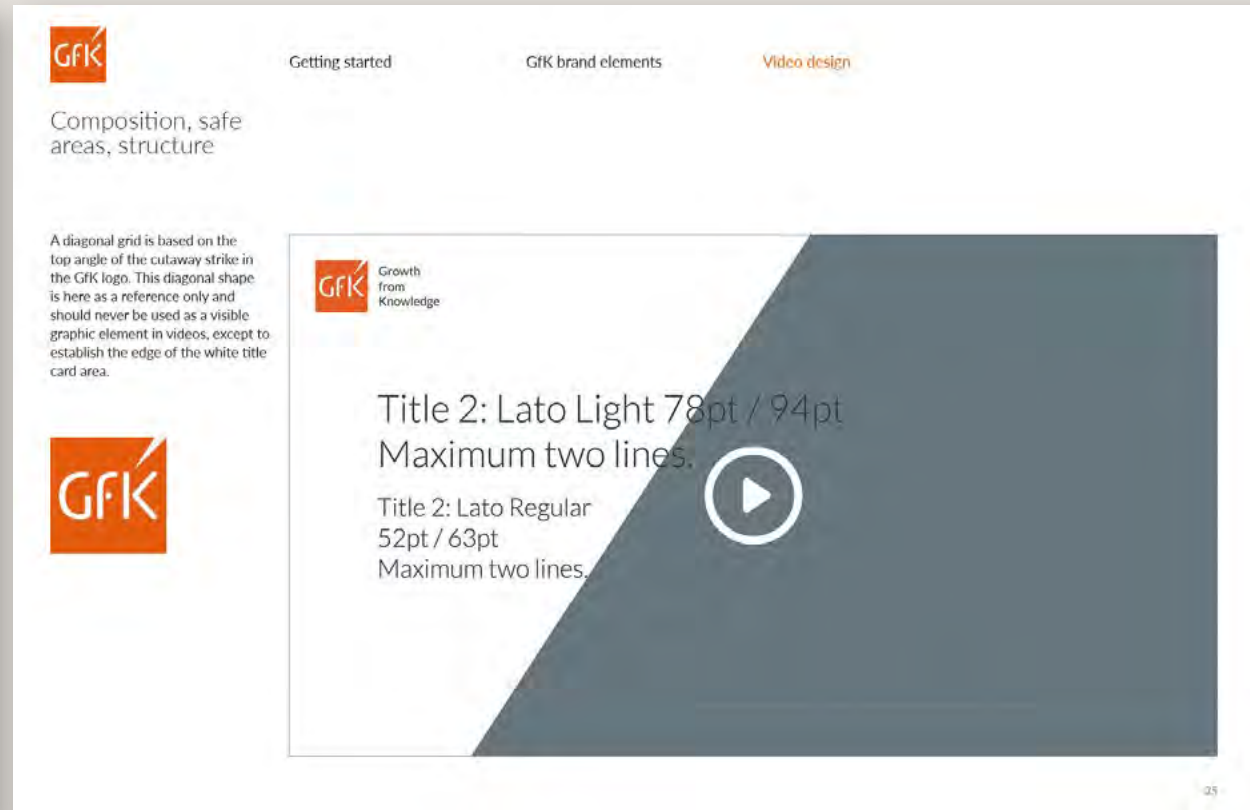
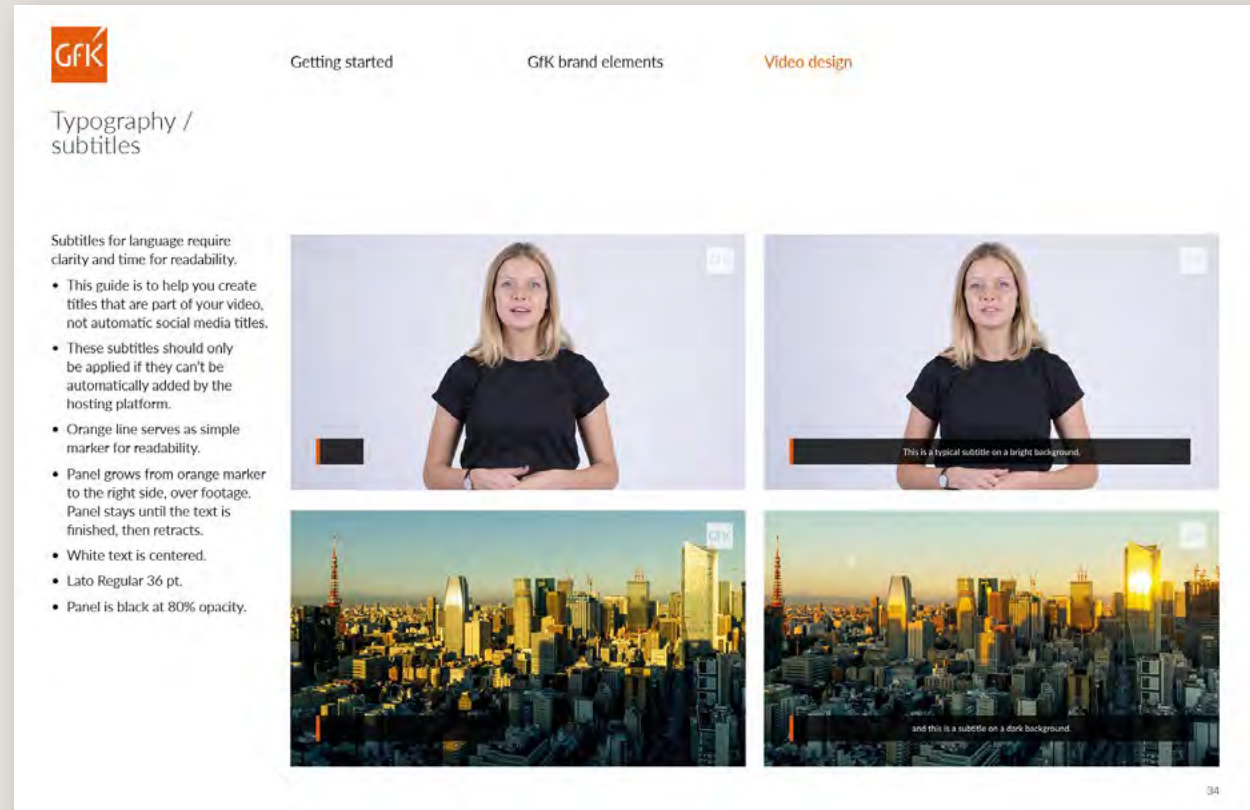
Full set

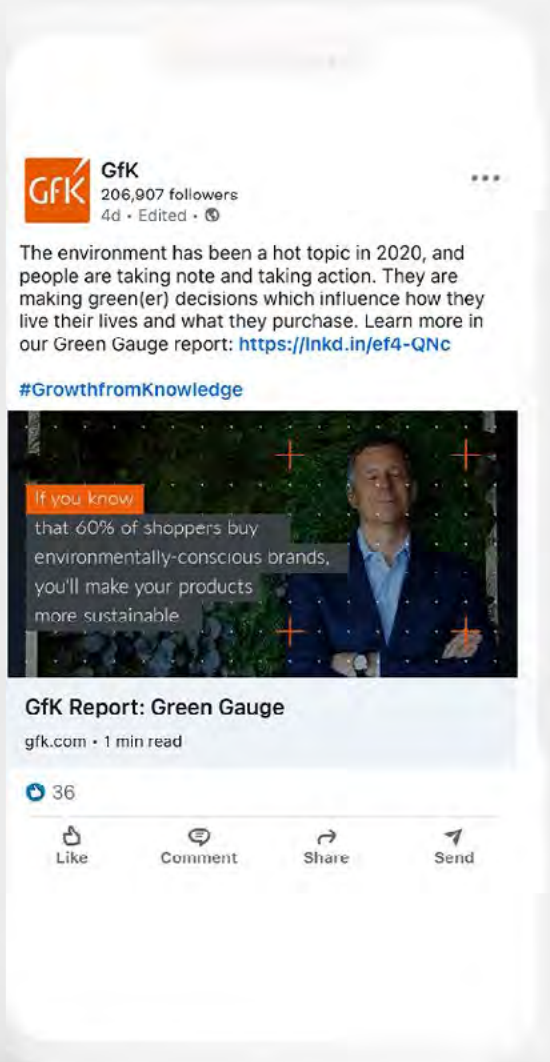
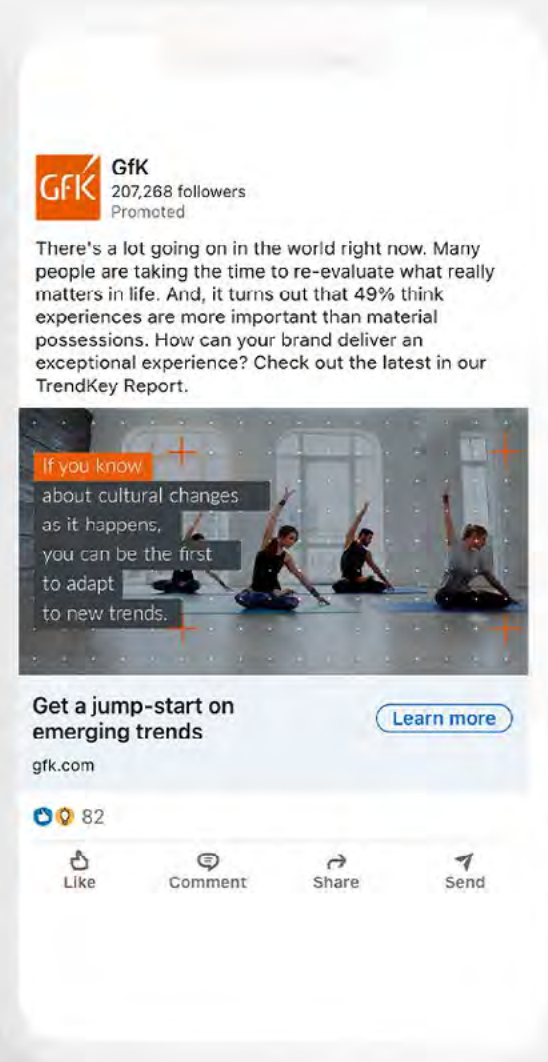
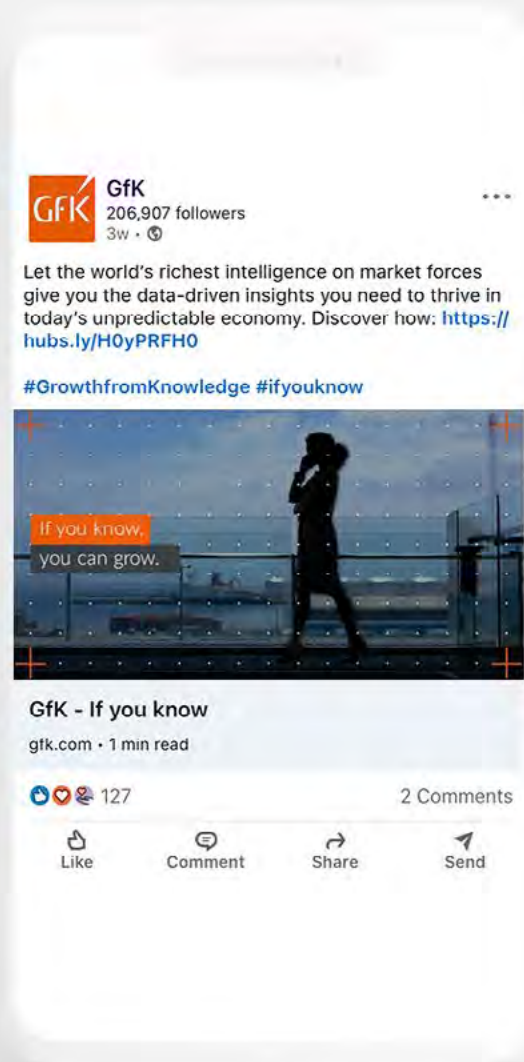
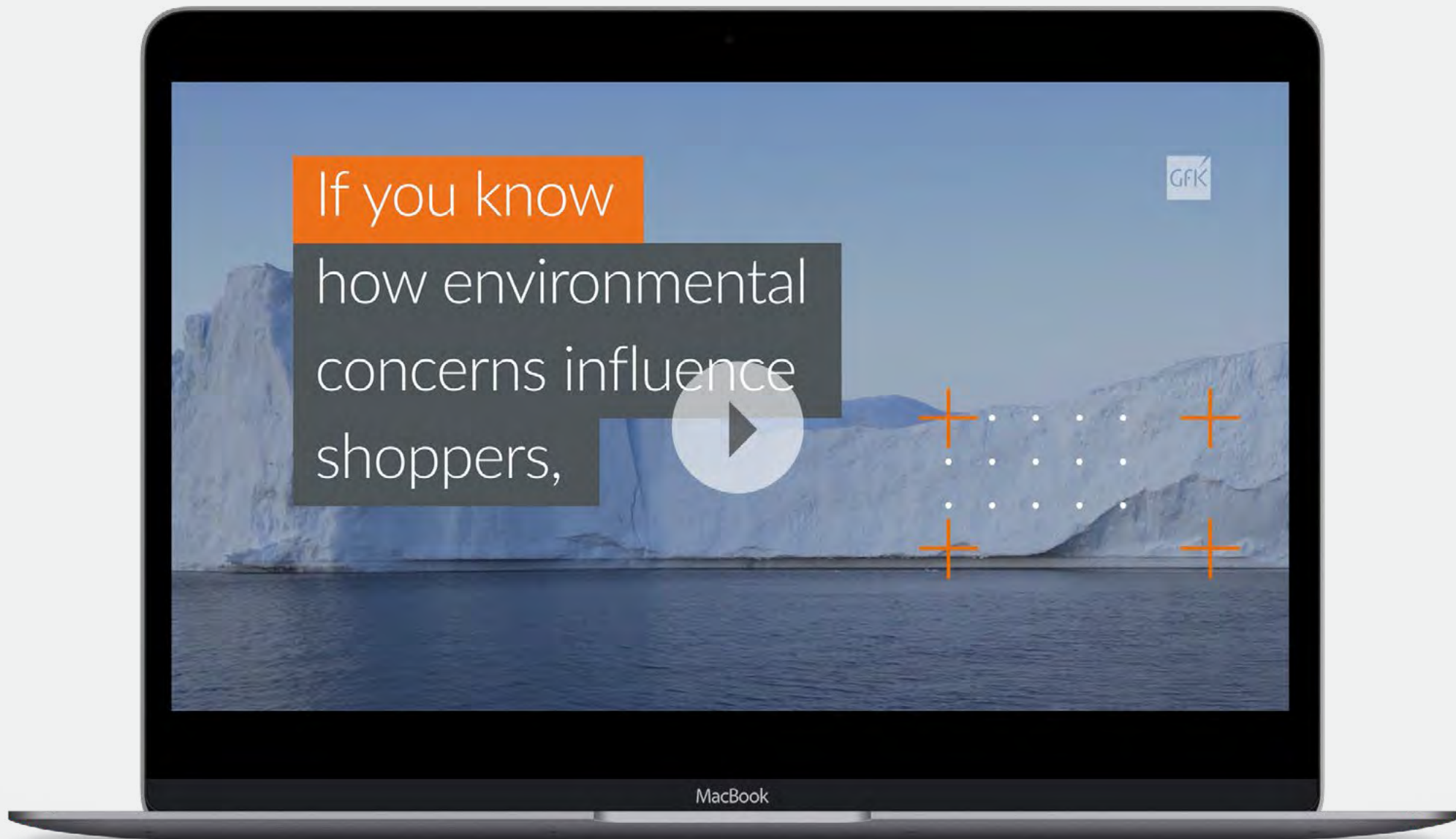
Shown here: unframed.

See printing specs on [page 45](#).

GfK Branding Office Toolkit

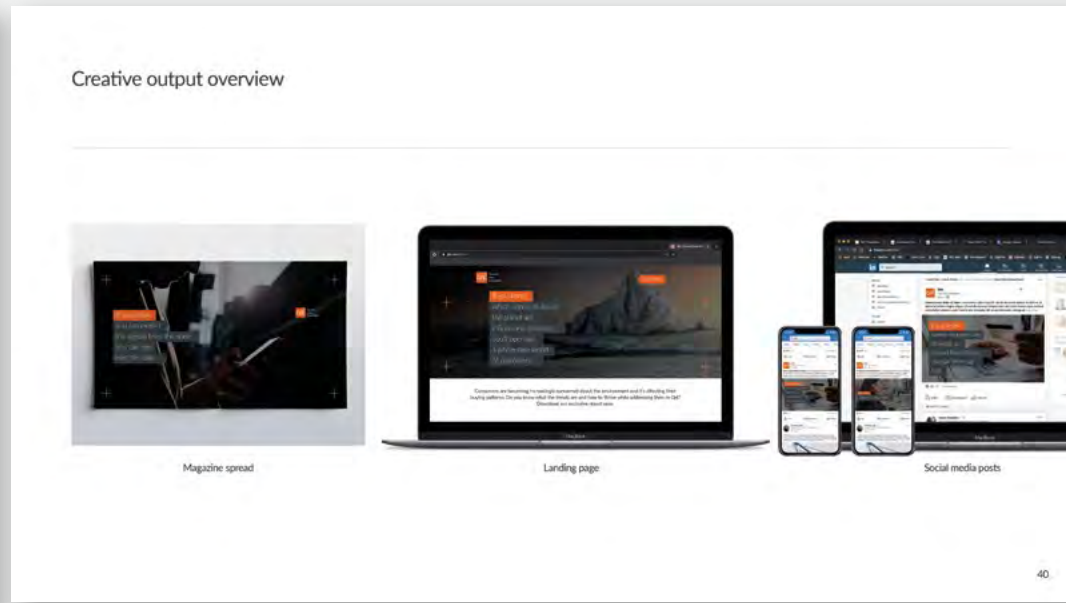
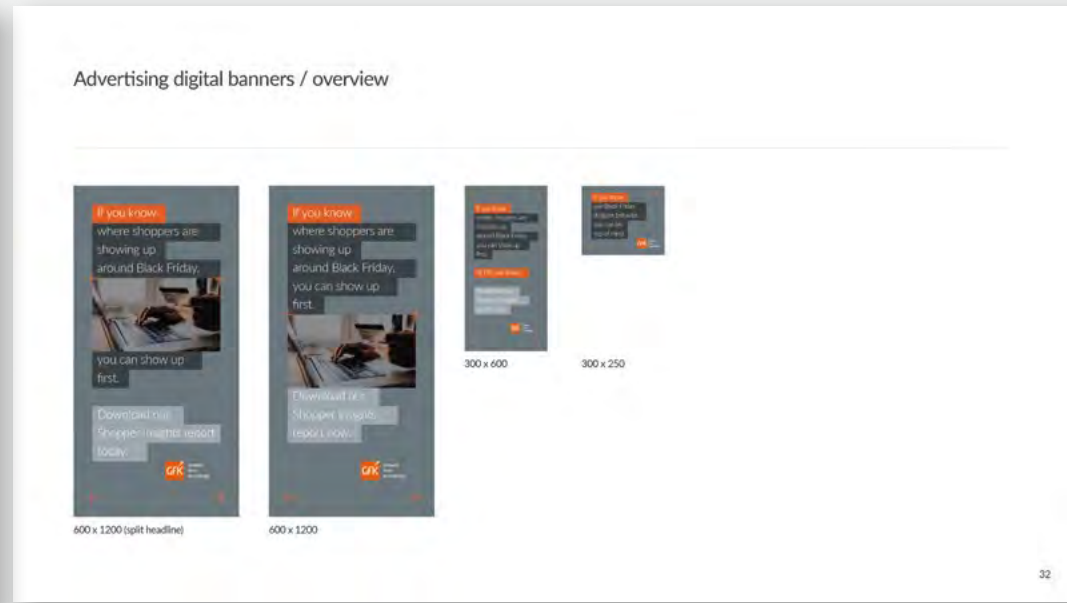
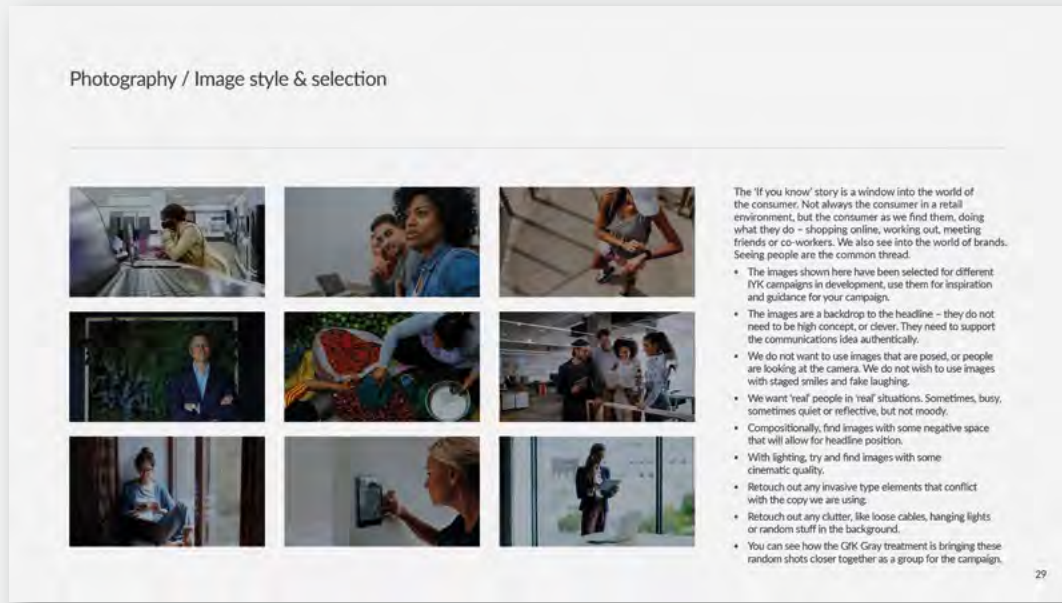
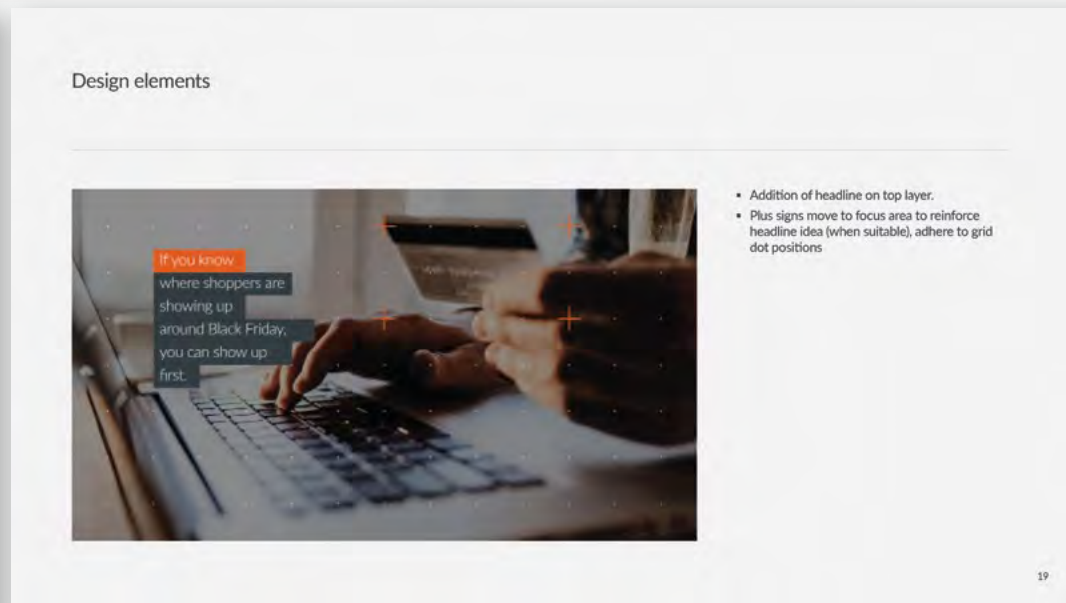
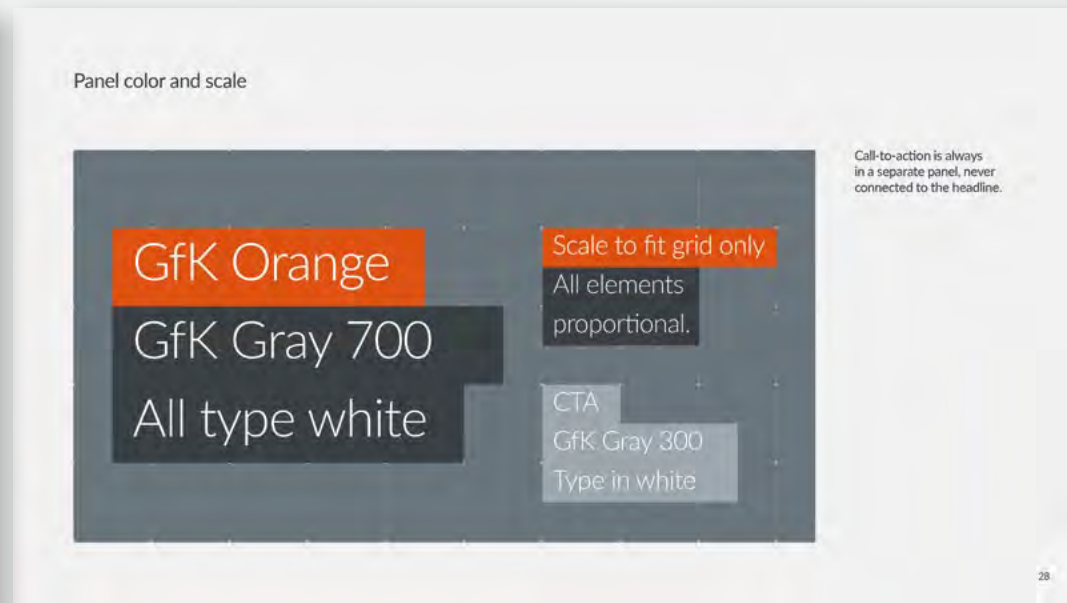
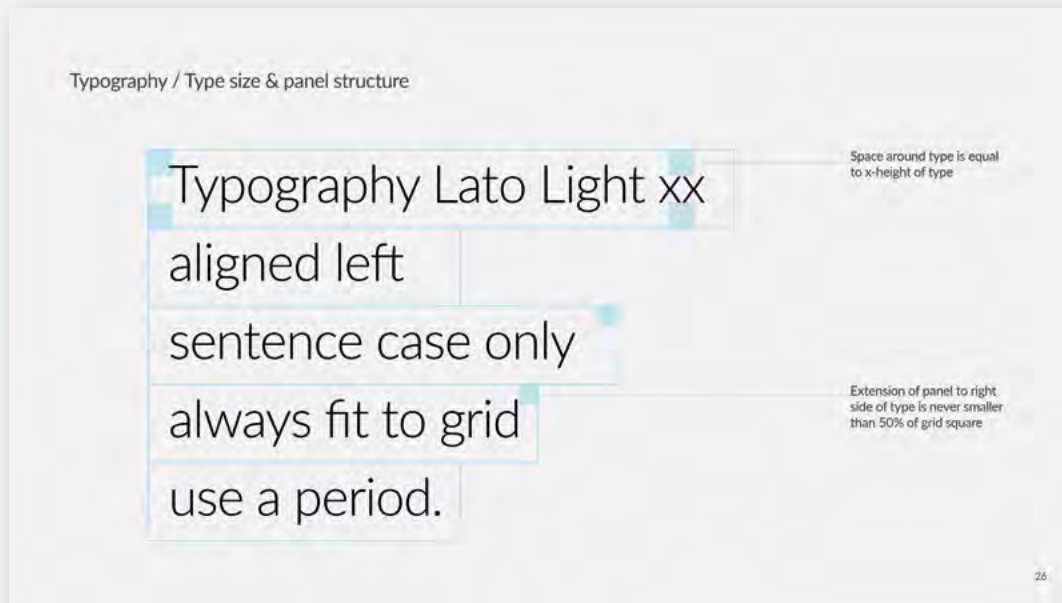
Another huge project and great achievement was to develop Video Guidelines. GfK produces a lot of videos internally and externally which often mixed various looks and the brand was lacking consistency. We've developed guidelines to change that. We've also developed a showreel which I've art directed, and client was provided with set of After Effects templates that would work as modules to build animations.





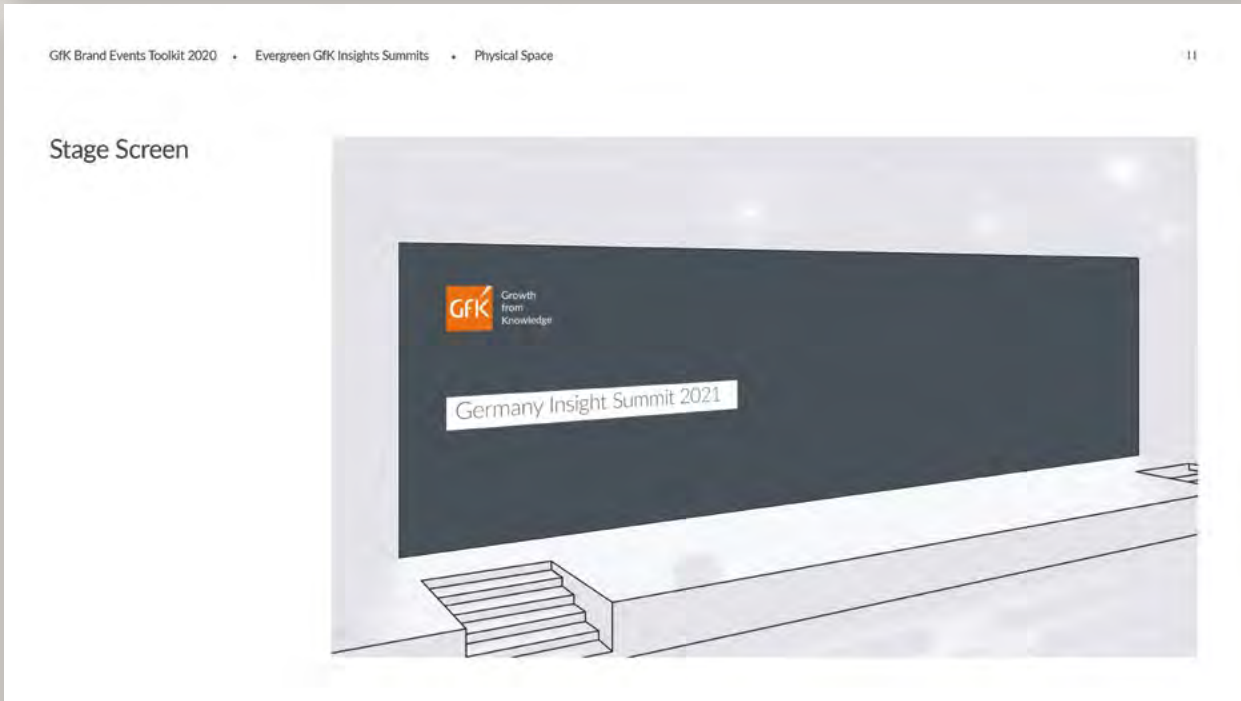
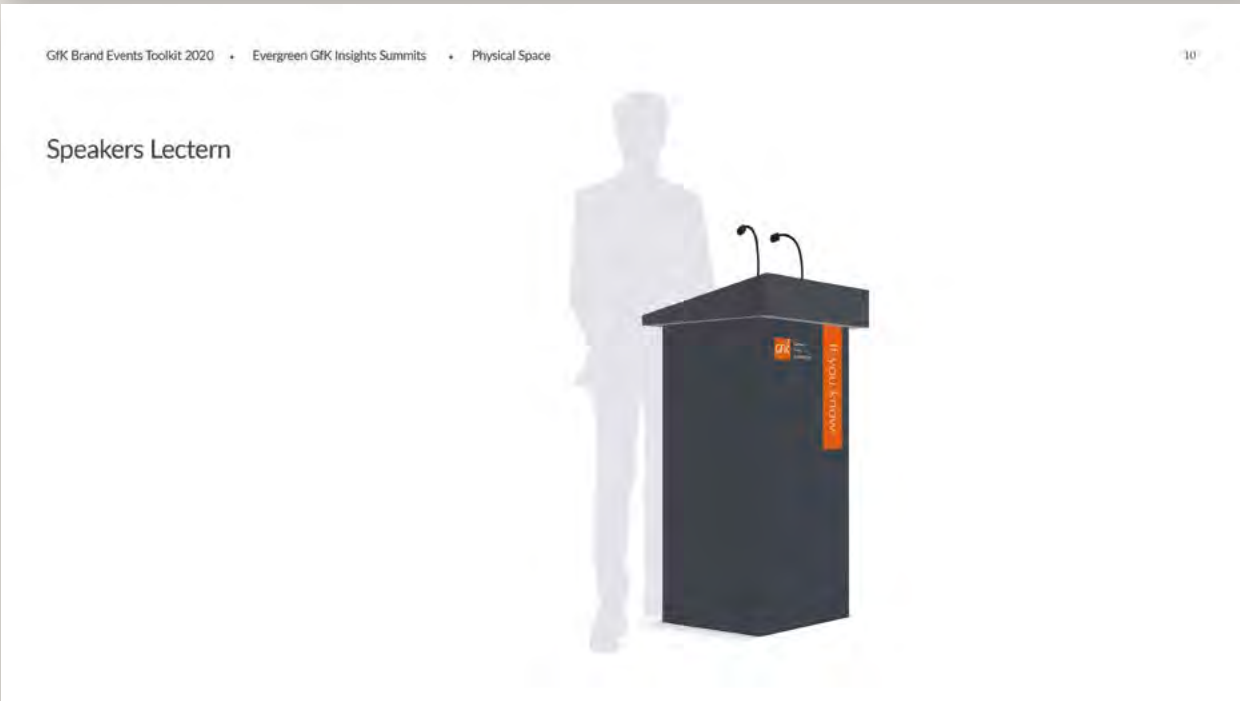
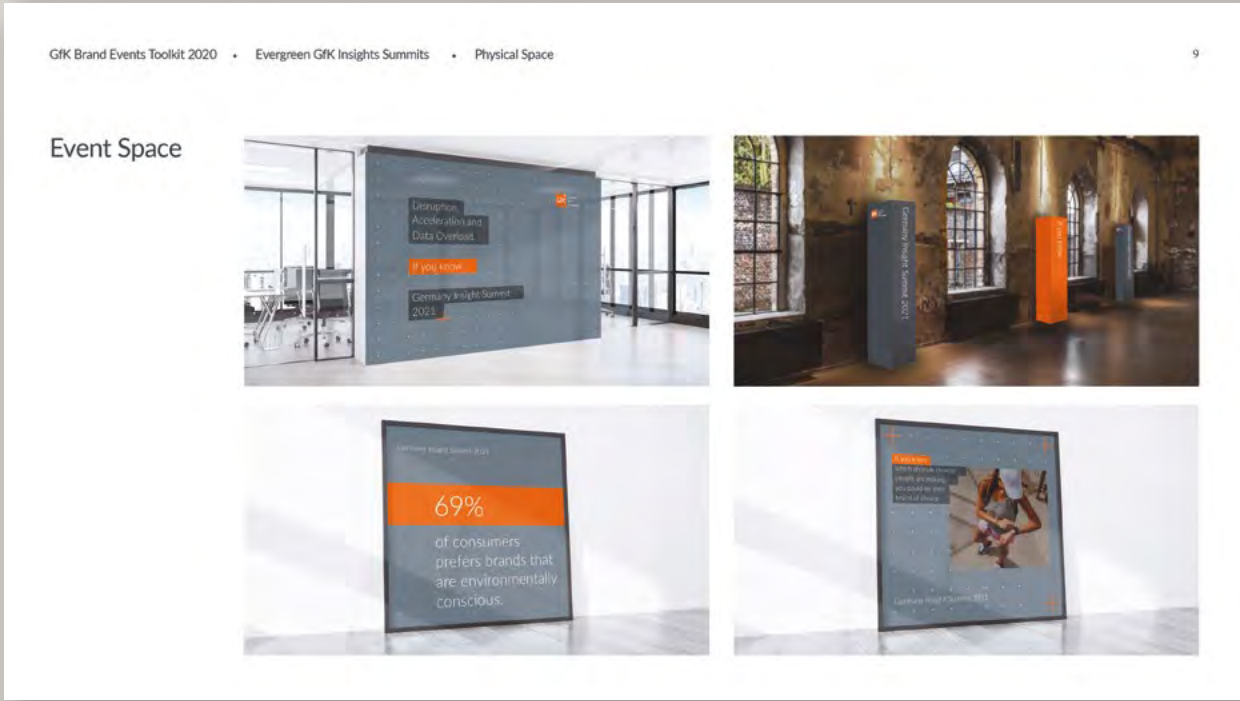
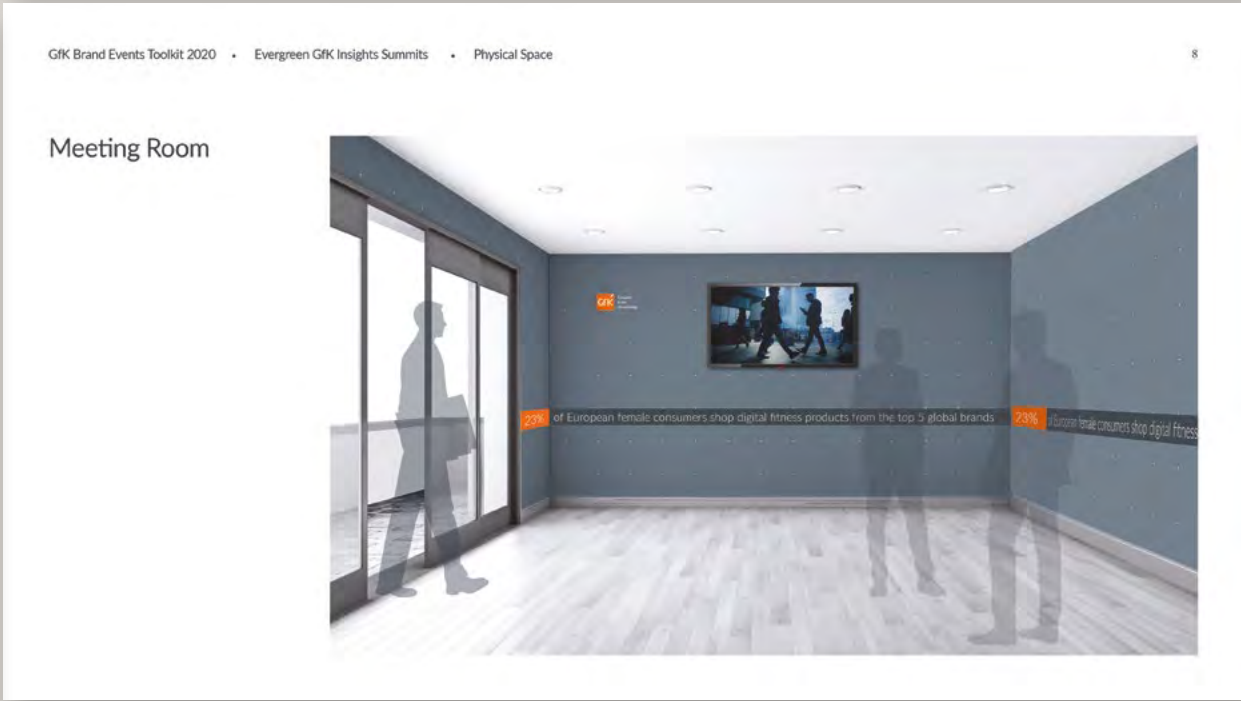
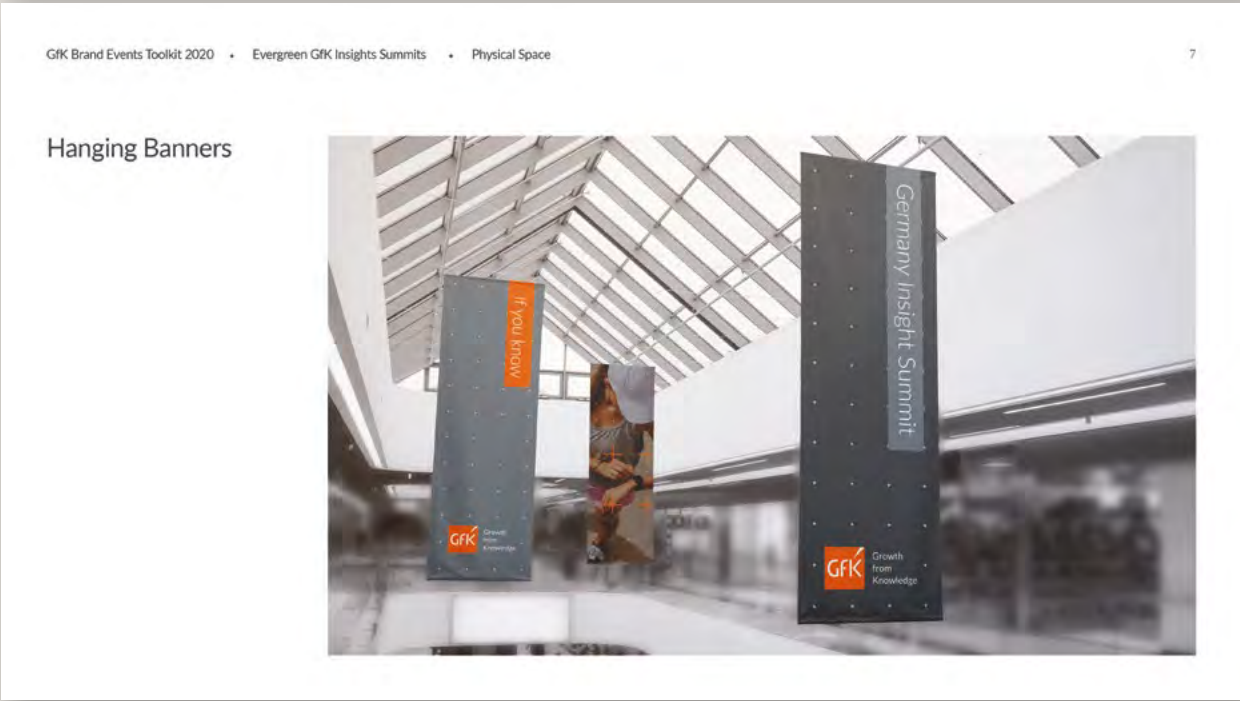
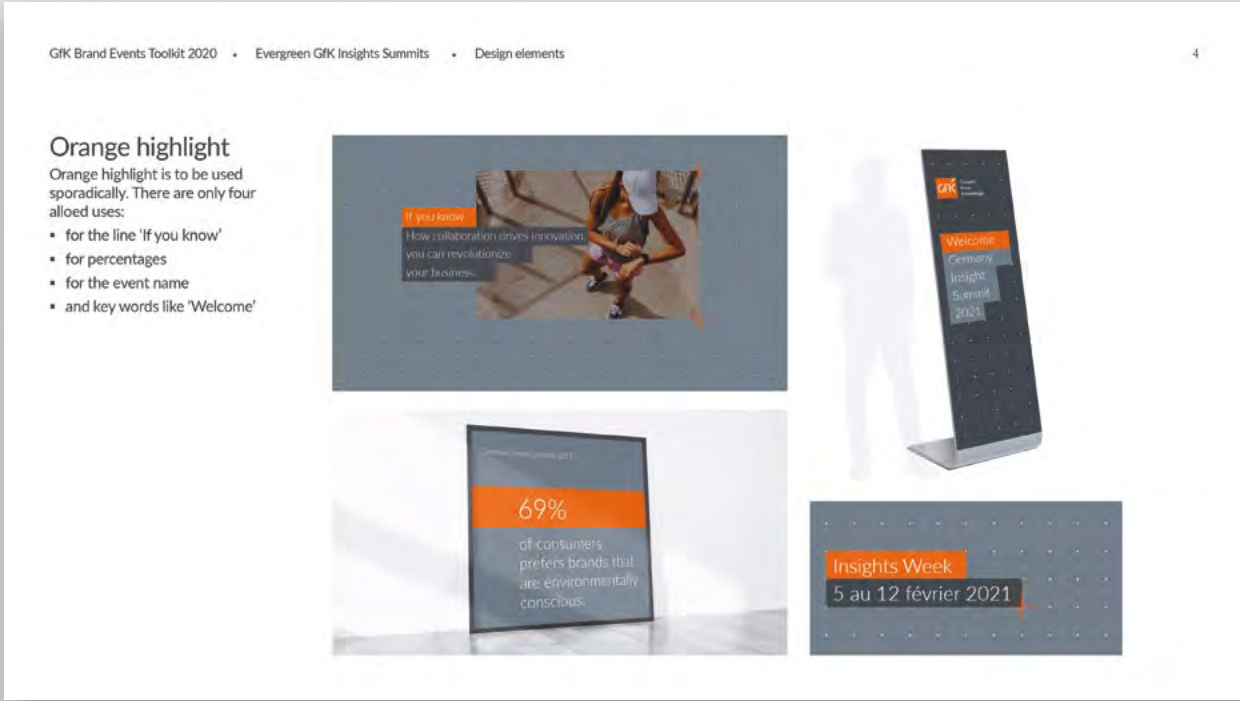
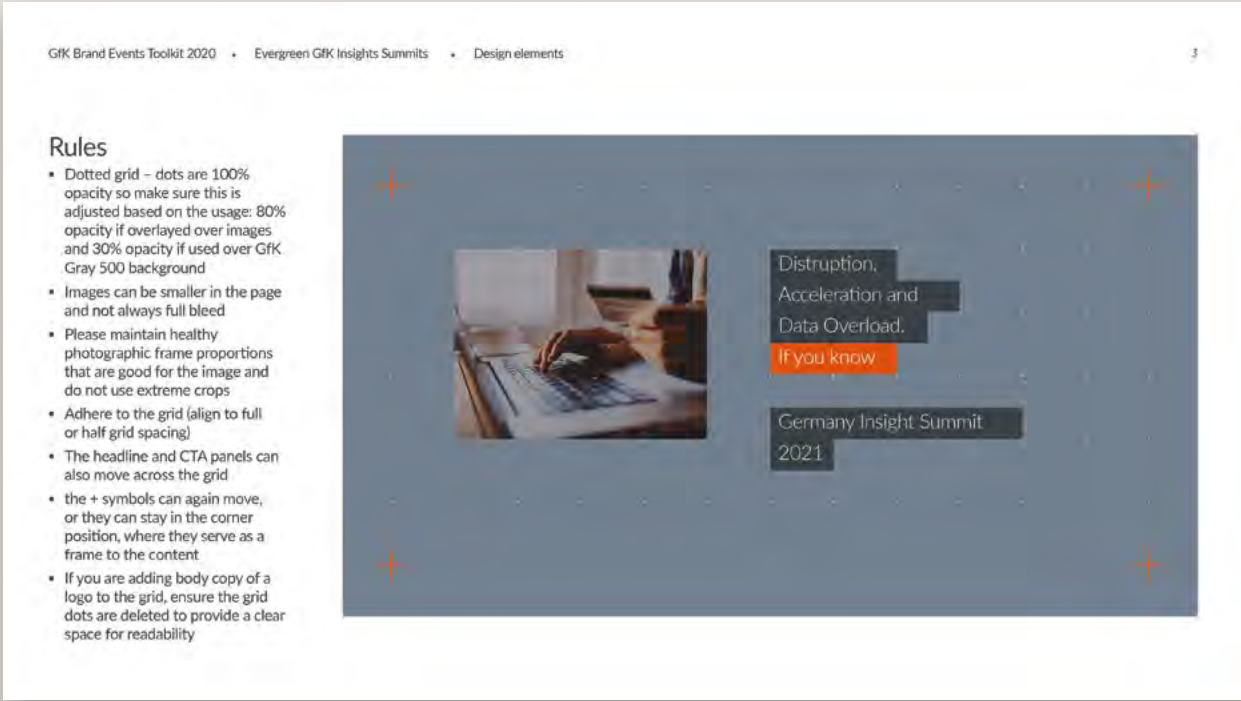
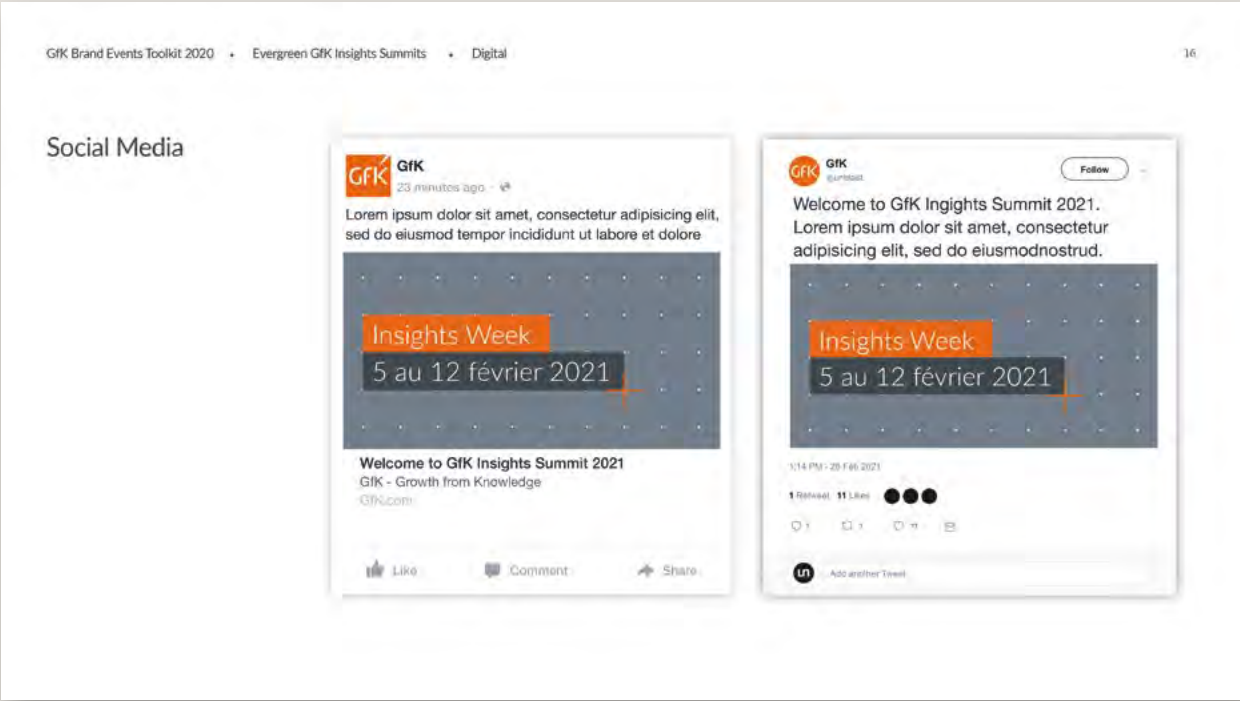
I was part of the team to develop GfK multi-level content-driven campaign, going to market in multiple regions across the world.

We've designed campaign guidelines and set of templates, from print through to digital formats (ad banners, web banners and social media) or even PPT template and event design. I've art directed a series of micro-videos to support the campaign. All these assets were rolled out globally.



I've also developed an Event Toolkit to support the 'If you know' campaign'.

Project included design and development of guidelines as well as set of templates: from PPT, through to merchandise and social media templates.





Double MPU 300 x 600px



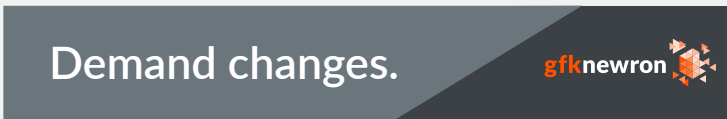
Wide skyscraper 160 x 600px



Large leaderboard 728 x 150px



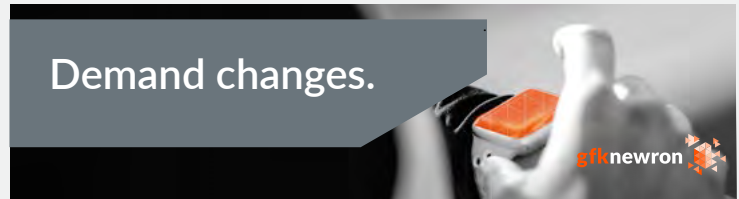
Leaderboard 728 x 90px



Mobile 320 x 50px



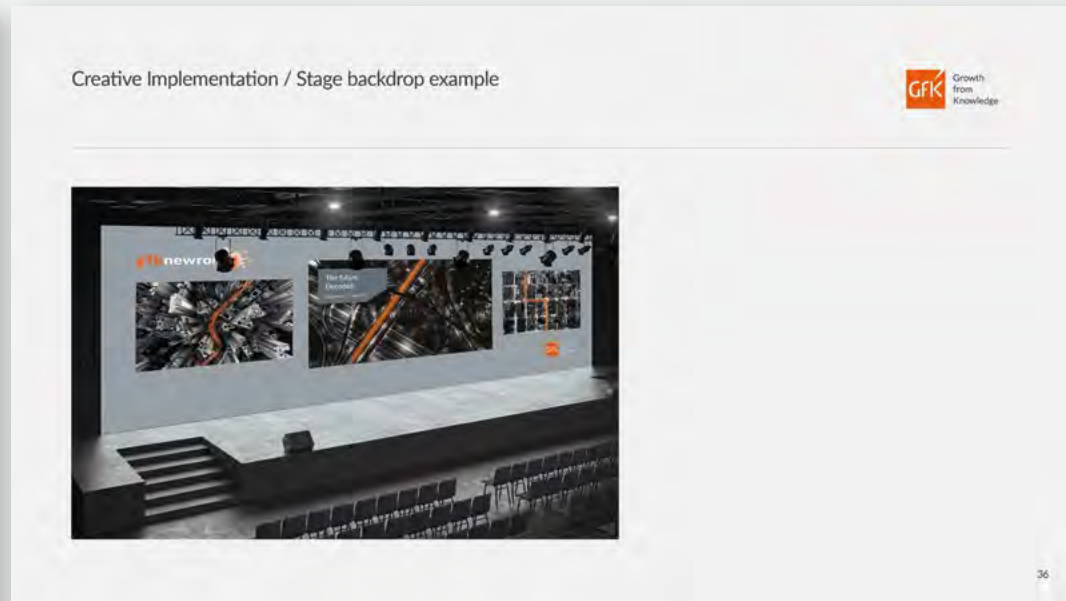
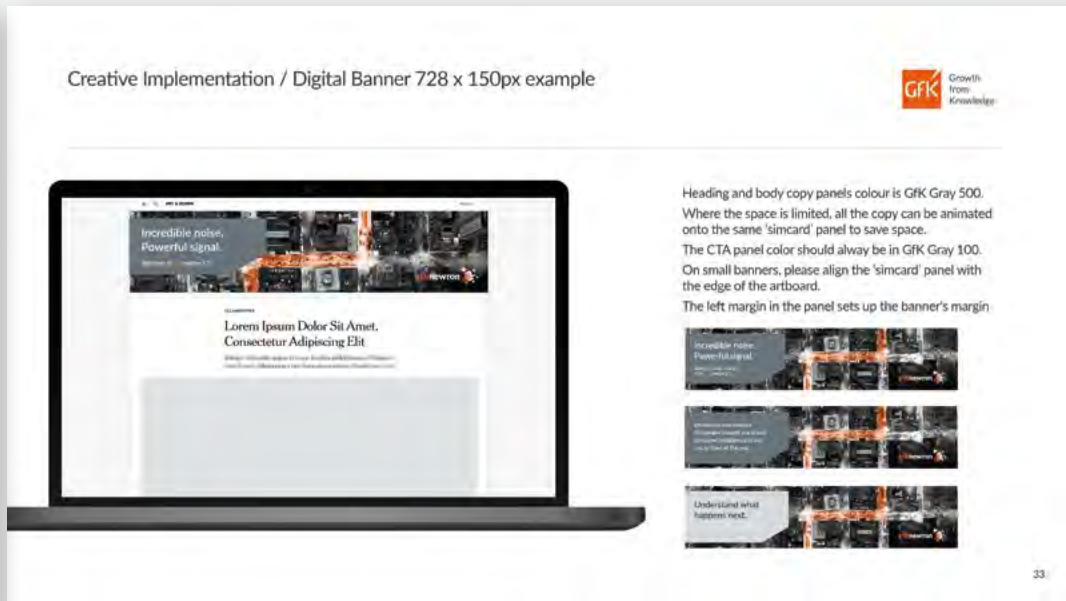
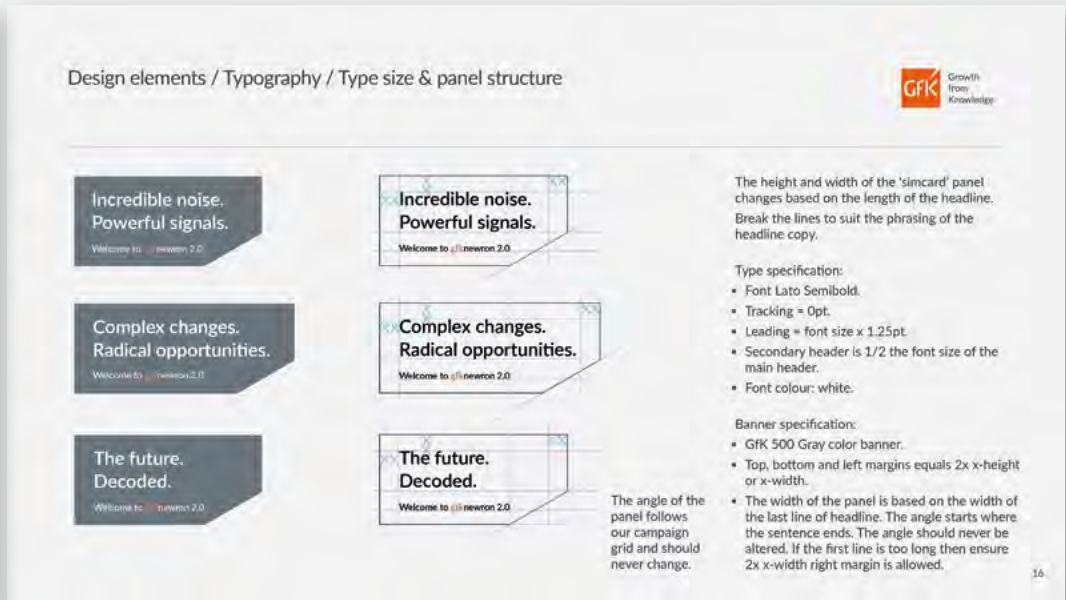
MPU 300 x 250px



Mobile 320 x 100px

I was part of the team to develop gfknewron multi-level content-driven campaign, going to market in multiple regions across the world.

We've designed campaign guidelines and set of templates (animated ad banners, web banners and social media) and event design. All these assets were rolled out globally.



I was involved in working with creative agencies to develop OOH advertising campaigns.

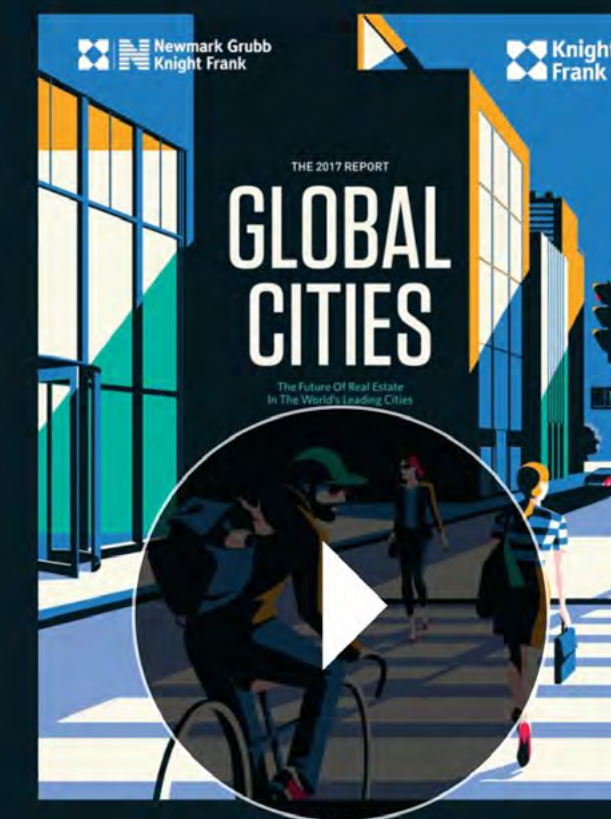
Roll out was managed by Knight Frank in-house team.



Hands-on creation of various motion projects for Knight Frank.



AVAILABLE NOW
knightfrank.com/wealthreport



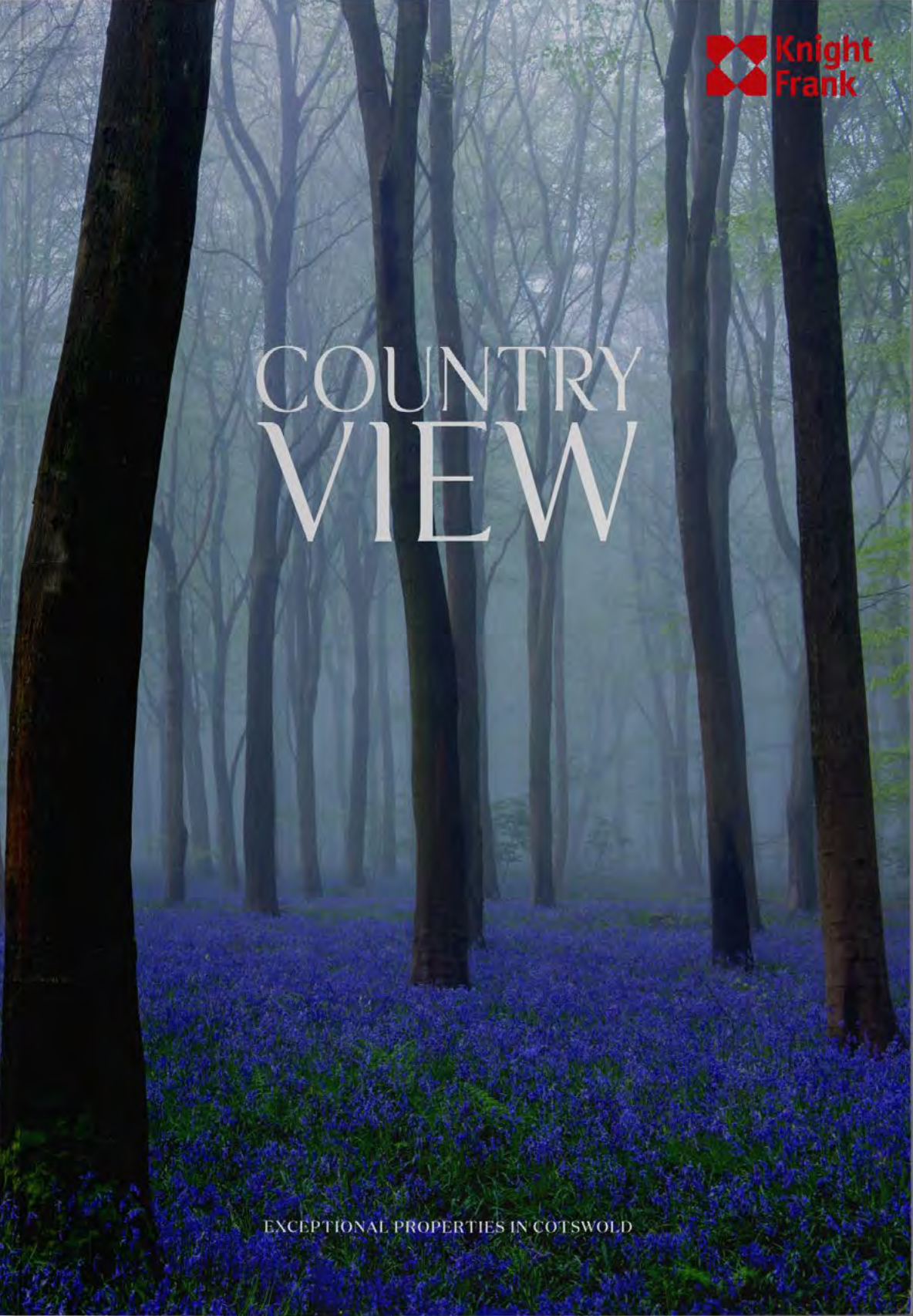
OUT NOW
INQUIRE INSIDE

KnightFrank.com/GlobalCities





Editorial design of the Italian View for Knight Frank.



Editorial design of the Country View for Knight Frank.



Research report design for Knight Frank.



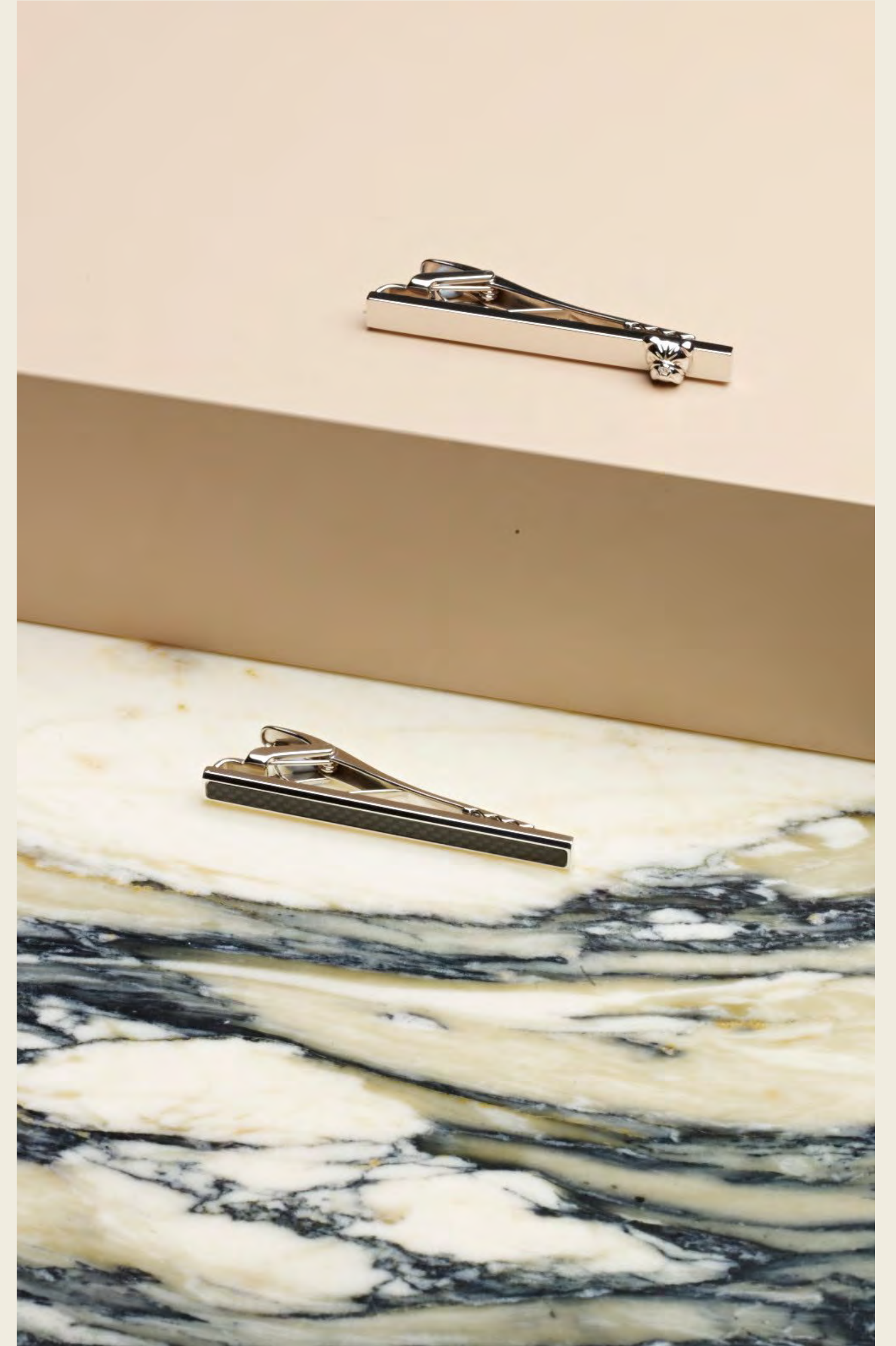
I've been part of the team to design, develop, test, and roll out Knight Frank's brand guidelines.



Event collateral design for Knight Frank.



Art Direction, menswear photo shoot.



Art Direction, accessories photo shoot.



Design and
Art Direction
of the look book.



Design and
Art Direction
of the look book.



Product Branding
and Art Direction.



Art Direction.



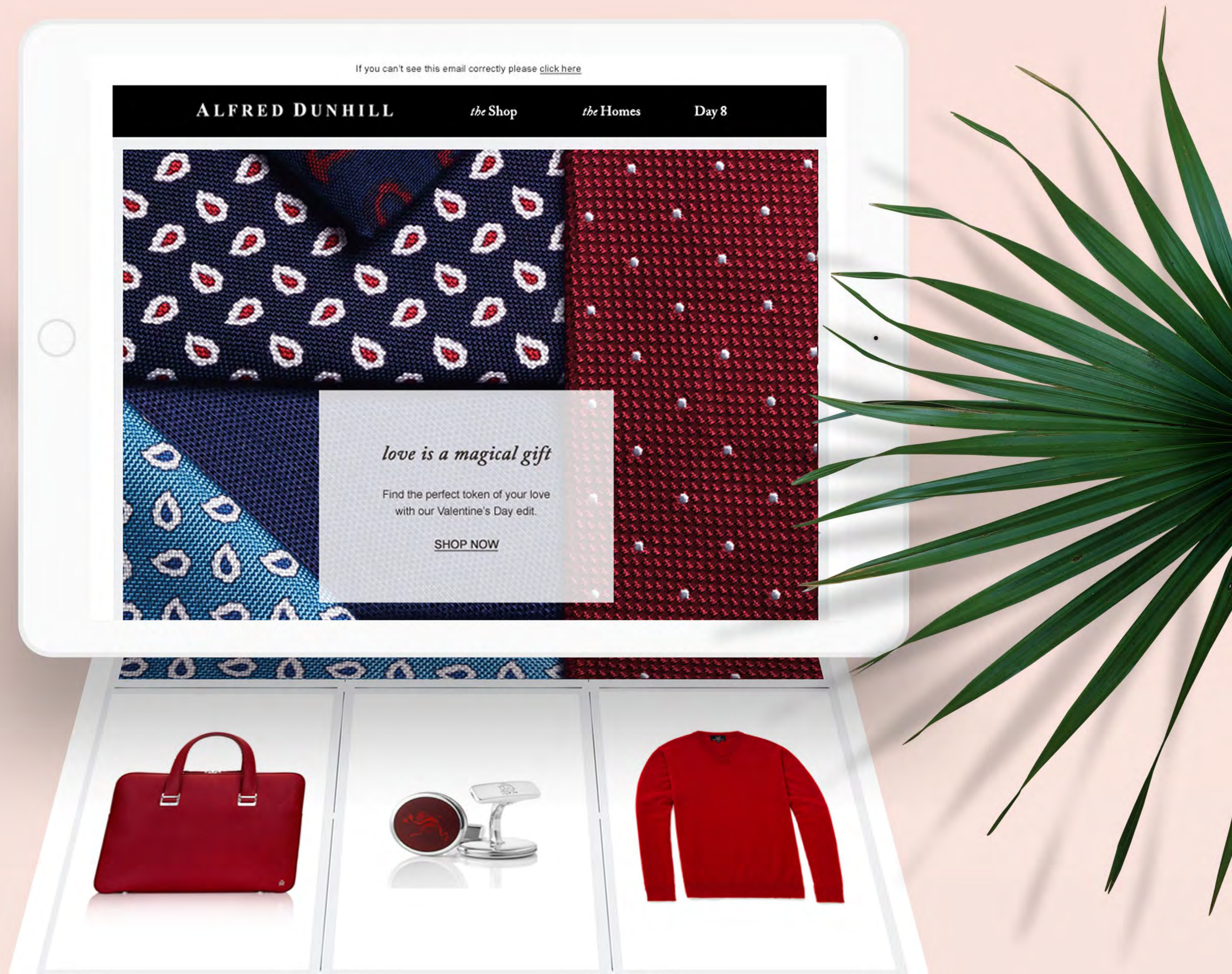
Invitation Design.

Alfie's Club
Branding Design.





Press Event Design.



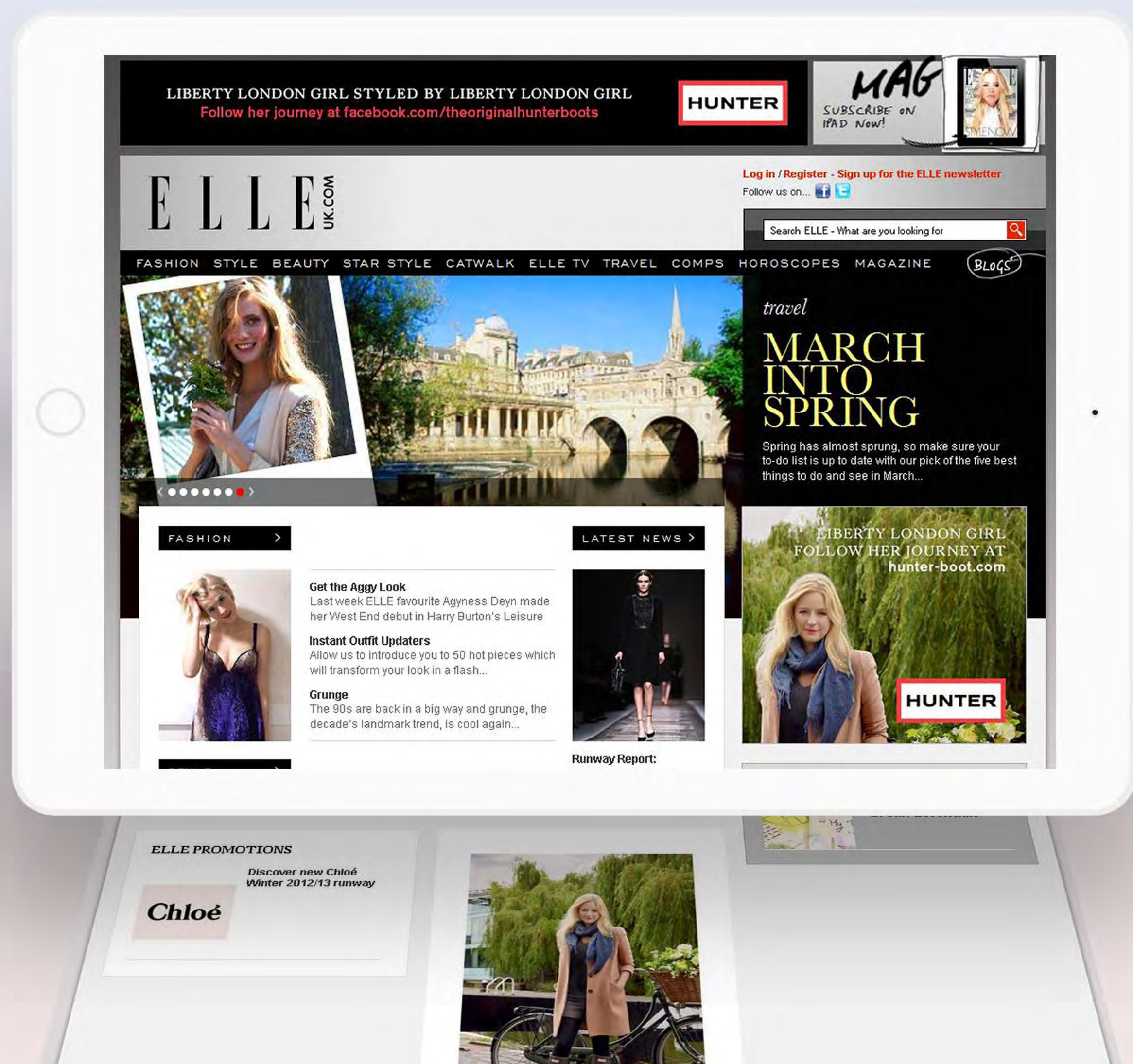


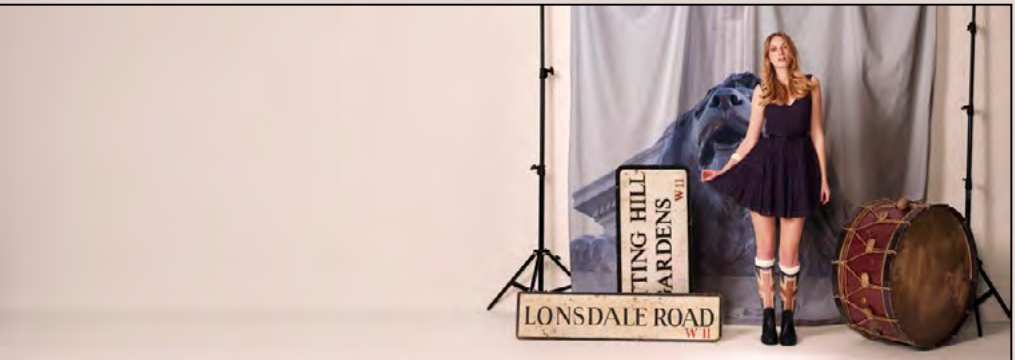
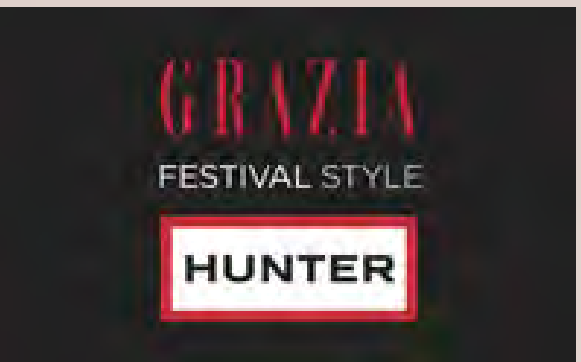
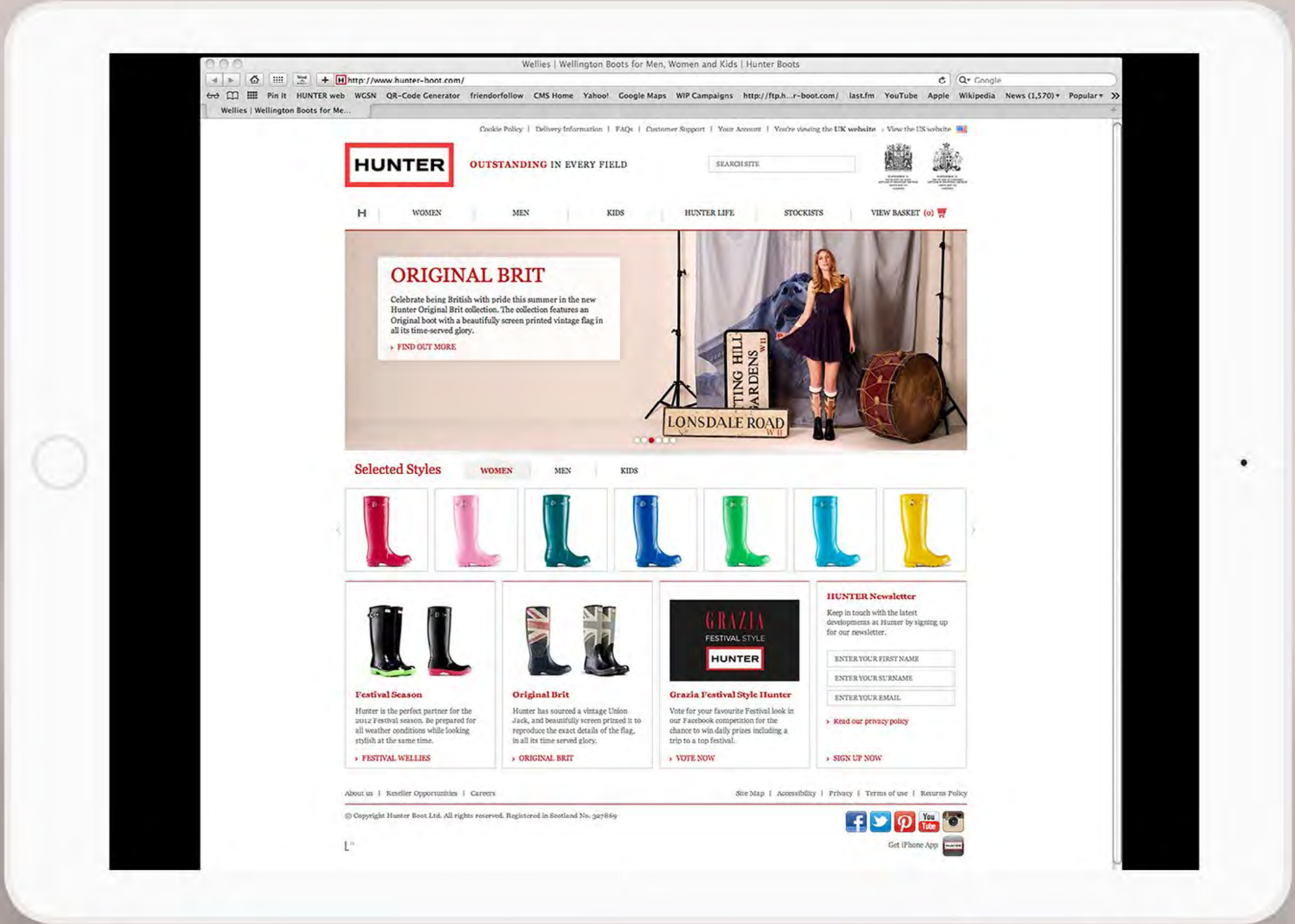
YouTube
Channel Design.



Facebook App
Art Direction.

Elle Website
Takeover.







Share the love this
Valentine's Day with Hunter



For Her...



Original Short
£65



Original Gloss
£85



Huntress Gloss
£85





Product Photography, Art Direction.



Product Photography, Art Direction.





Before



After

Olga Moore

Thank you

Olga Moore