

# Tina Scahill

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## Summary

I have developed an intuitive design process that gets you to where you want to be... I am an active listener, bringing your ideas to your marketplace.

Traditional art school background, I can draw on practical themes from history to inform the designs of today.

I can add value to your business with design guidance and assist in your marketing needs. I have Chartered Management experience and qualifications that you can trust in.

I am also a practicing artist, multidisciplinary with a leaning towards landscapes and words.

## Experience



### Freelance Designer

Tina Scahill Design

Aug 2007 - Present (13 years 3 months +)

I'm creative, thoughtful and a solver of communication problems! I'm keen to get information to your audience in the best and most relevant format.

I have worked for a variety of businesses from start ups, to premier brands via agency work: IBM, TNT, MSD.

I have extensive experience working in the tourism sector, I currently provide all the design for Hampshires Top Attractions and have worked on this brand for 13 years, I have connections at P&O and cruise tourism ports ABP.

I am focussed on the end user and design collateral to create the right reaction in the target audience, this is the power of a good designer. That can be from a small pottery start up to a Airport destination magazine as I have produced for Southampton Airport.



### Senior Designer

The Marketing Collective

2010 - Present (10 years 10 months +)

The Marketing Collective is dedicated to providing information in a meaningful way. I help to provide creative design, photography, research and occasionally words for the host of magazine and leaflet titles it takes multi tasking to a new level.... But it's fun!

Customer focussed.

Tourism industry niche.

Marketing services that provide campaign work: radio, Train stations, innovative trails.

I work in a remote capacity, and contact and organise the team I work alongside to create the impact we need.

Self starter and ideas leader.



### **Senior Graphic Designer**

Eastleigh Borough Council

Sep 2018 - Jun 2019 (10 months)

Covering a maternity leave, I had the privilege of working within a great marketing communications team. Lots of variety and creativity at EBC through their work in the arts, countryside and in the community.



### **Creative Artworker**

Richardson Carpenter Advertising

Jul 2005 - Jul 2007 (2 years 1 month)

As the creative artworker at RCA I was involved in the end production of a wide variety of materials for print or web production.

This design agency worked with blue chip clients: Lenovo, TNT, Autodesk and Yell, enabled me to produce some very creative work and following brand guidance. Also working in multiple languages from chinese to german layouts.



### **Production and Project Coordinator**

Cricklade College Andover - Now Andover College

Oct 2001 - Jul 2005 (3 years 10 months)

I set up a professional print and production team which utilised existing staff and encouraged new skills within this department. My responsibilities were to implement projects for the Senior Management Team. My most notable success of my time with the college was to project managed the full time prospectus for 2003-4. This won the FE First 2003 and the Heist 2003 awards, both prestigious within education.



### **Marketing Designer**

Norwich Union Healthcare

Apr 2000 - Oct 2001 (1 year 7 months)

A dynamic team with lots of creativity, I really loved my time with Norwich Union. I assisted with the creation of adverts for the annual Medical Awards, sales tools for IFAs and leaflets for customers to get the most out of their healthcare plans.

## **Education**



### **University of Winchester**

1st, Art and Design With Media and Film

1996 - 1999



### **Chartered Management Institute**

Management studies

2003 - 2005

I am a member still of the Chartered Management Institute as it keeps me informed and up to date.



### **University of Winchester**

Master's degree, Digital Media Practice: Advertising, Marketing & branding Design

2020 - 2022

Just started on the MA journey... watch this space!

## **Skills**

Brand Development • Graphic Design • Advertising • Marketing Communications • Email Marketing • Marketing  
• Corporate Identity • Graphics • Art Direction • Branding & Identity