

Joe Holdsworth

ILLUSTRATION | CONCEPT | DESIGN
Highgate, London

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www.nothingtobehad.co.uk



Technical Skills

Drawing & Painting | Illustration | Digital Illustration | Concept Art | Graphic Design | HTML & CSS

Education

Illustration with Graphic Design (2:1)
The University of Hertfordshire

Designing and Creating Advanced Web Sites (Distinction)
West Herts College

GCSE's (A's in Art and English)

NVQ lvl 3 and 4 in Music (facilitation and performance)

Work Experience

NOTHINGTOBEHAD.CO.UK

Freelance illustrator & Concept Artist

December 2010 - Present - Hertfordshire / London

- Creative artworker and Concept design (existing & new IP's) | 2016-2017 | Multiple projects including but not limited to:
The Gruffalo River Ride, Chessington, Merlin Entertainment
- Concept Artist | Characters, environments and props | 2017
Unannounced film project scheduled for production in 2017-18
- Illustrator (cover and internals) | 2012
How To: Beat Your Agent (Alex Weekes) 2012
- Graphic Design and Layout | 2012
Spycatcher: *Honesty* (Atticus Records) 2012



Creative Lead

December 2016 - 2017

www.the-business-brain.co.uk

- Designs, creates, updates and implements the Business Brain programme website
- Produces corporate material for B2B mailouts including programme brochure and mailing list creative assets
- Designs and produces marketing materials for social media and print while liaising with external companies
- Acts as administrator and content creator for all social media platforms



CEO

June 2015 - 2017 - St Albans, Hertfordshire

Suckerpunch cocktail bar – www.suckerpunchbar.co.uk

- Conceptualised the brand and created interior design alongside lease-ready floorplans
- Created and implemented social media content and strategies from opening to calendarised events
- Created and maintained the website of the bar
- Created, designed and implemented three menus across the first two years of trading
- Achieved Year One sales of 600k, prompting the sale of my shares in the business for profit



Director & in-house designer

December 2010 - Sept 2015 - Hertfordshire

- Branding the whole company and the fifth brand in the portfolio
- Devising and creating training workshops and materials for over 100 members of staff
- Quarterly menu design and printing (for 5 separate, diverse brands)
- Promotional material designed and produced for promotion (Point Of Sale and Online)
- Social media marketing, in-house graphics and web maintenance
- Reported directly to MD in an office environment