



Jonny Harvell

Senior Graphic Designer

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An idea-driven Senior Brand Designer with 10+ years' experience creating bold, strategic brand identities and campaigns across print, digital, and marketing communications.

Experience	01/2025 - PRESENT	Senior Brand Designer KJC Creative	Design lead within a small creative brand/digital agency, working across brand strategy, visual identity, and campaign delivery. Partnered with clients to shape brands, refresh communications, and explore new creative tools including AI, 3D, and motion. Contributed to new business efforts and help define the agency's evolving design direction.	
	10/2023 - 12/2024	Senior Graphic Designer Simplyhealth	Led brand refreshes for both companies, translating strategy into clear, usable design systems. As the only senior designer in marketing, I kept creative standards high across channels and streamlined processes to help the team deliver faster under pressure.	
	10/2021 - 10/2023	Senior Graphic Designer BPL Marketing	Mentored midweight and junior designers, fostering development and progression. Managed numerous projects at a time as the design lead, and presented work directly to clients on a regular basis.	
	05/2016 - 10/2021	Midweight Graphic Designer BPL Marketing	Owned projects from concept to delivery, shaping brand identities and digital campaigns for national clients. Presented ideas directly to clients, while mentoring junior designers and ensuring work met deadlines and quality standards.	
	10/2015 - 05/2016	Junior Graphic Designer BPL Marketing	Worked on every stage of the creative process, from concept sketches to final artwork. Collaborated with high-profile brands like Three, The Guardian, and Racing TV on pitches, campaigns, and brand assets.	
	05/2014 - 08/2015	Junior Graphic Designer Romans Estate Agency Group	Created infographics, print, and digital campaigns for in-house marketing. Developed a strong foundation in brand consistency and clear visual communication.	
Education	09/2014 - 06/2015	HNC Graphic Design Richmond Upon Thames College Distinction		
	09/2008 - 06/2011	BA Communication & Media Bournemouth University 2:1 Hons		
Everything Else	Software	Awards		
	Illustrator	Figma	2017 Transform Award (Bronze)	
	InDesign	After Effects	Best Place or Nation Brand	
	Photoshop	PowerPoint	<i>Project: National Memorial Arboretum rebrand</i>	

References are available on request