

Charlotte Osman

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Creative Director

Intuitive Marketeer

Founder

CREATIVE | COMMERCIAL | CURIOUS

Creative yet intuitively commercial, I have a breadth of experience that enables me to bring a multi-faceted approach to my creative vision. Having a curious mindset allows me to bring storytelling to life through design, aesthetic and visuals which is why I am looking to move into a Creative Director role. The experience I have as a client, client-side and contracting has given me a strong understanding of business and the importance of collaboration. This experience balanced with strong visual and verbal communication gives me a unique point of view as a strategic creative.

Expertise

Brand Positioning
Brand Identity
Art Direction
Marketing Comms
Digital Designer
Product Designer

EXPERIENCE

Director | Wandering Home Ltd | JUNE 2020 - PRESENT

- Founder and Director of Lifestyle Brand and Content Creation business.
- Building a brand from scratch, creating the identity and translating that into relevant communications and marketing in order to grow a combined reach of 35k subscribers across Instagram and YouTube in 18 months.
- Managing and directing creative from product design to social media content for both long and short format video.
- Sponsorship and long term partnership with Columbia Sportswear. Collaborating on their summer marketing campaigns across the UK and Europe. Receiving over 1 million YouTube views and Social Media impressions, extensive press with the likes of The Telegraph and awards with The Drum & CreativePool.

Senior Graphic Designer & Art Director | Freelance | NOV 2021 - PRESENT

- Working with clients across the Health & Beauty and Luxury Fashion space, specialising in brand identity and evolution. Clients include: Monica Vinader, Naturesimo, Jon Richard, Columbia Sportswear.
- Evolving brand identity through considered visuals, aesthetic and graphics. Building brand guidelines to apply to marketing comms. Re-designing ECRM frameworks and building social campaigns to align with the brand evolution.
- 360 approach to capturing and curating visual libraries to build brand worlds. Forming the concept and art direction and following on to capture the photography or videography, colour editing and retouching before producing the final edit variations for multiple outlets.

Creative Manager | Monica Vinader | FEB 2018 - NOV 2020

Creative Artworker, 2018 > Graphic Designer, 2018 > Senior Graphic Designer, 2019 > Creative Manager, 2020

- Working closely with the Head of Brand and Creative Director to reposition the brand to move into a social orientated space. Leading the visual shift and bringing photoshoots in-house to allow us to produce the level and quantity of content required.
- Project Management for weekly on-model and still-life shoots. Liaising with photographers, videographers, talent management, sourcing wardrobe and props, art direction on shoot, managing final re-touch and distributing asset guidelines to relevant stakeholders across the business.
- Supporting all areas of the business' Graphic Design needs for digital and print. Ensuring seasonal marketing campaigns and product launches were successfully communicated across online and in-store and for all international territories.
- Managing all Marketing Comms touchpoints: Website updates and re-design, ECRM, paid and organic social, merchandising, ATL, promotional campaigns, PR and partnerships, packaging design, event collateral and in-store signage and window display.

Assistant Designer | John Lewis | JAN 2014 - JAN 2018

Student Design Placement, 2014 > Design Assistant Menswear, 2015 > Assistant Designer Childrenswear, 2016

- Product & Print Designer for Menswear and Childrenswear own brands.
- Responsible for multiple product ranges. Working on trend/concept, colour palette, fabric selection, supplier relations, product briefing, fit meetings and merchandising.
- Initiated the 'Made Better' movement across the Buying and Brand Departments for Home & Fashion. Bringing Sustainability to the forefront of design and buying choices by bridging the gap between CRM & Brand. This included building compulsory workshops with internal and external stakeholders, running working groups for each department and getting Made Better KPI's implemented across the whole department.

Software

Photoshop
InDesign
Premiere Pro
Illustrator
AfterEffects
Figma
XD

Education

University of Leeds
First Class Honours BA Fashion Design (IND)
Dissertation: 80%
Final Collection: 92%
Portfolio: 96%
A Levels: English Language (A), Textiles (A),
Fine Art (A), Media Studies (B)

Interests

Interior Design
Photography
Refurbishment
& DIY
Floristry
Styling
Fine Art

Portfolio

www.charlotteosmandesign.com

References

Leanne Banks
Monica Vinader
Anna Olesen