

JULES BRECKENRIDGE  
GRAPHIC DESIGN & ART DIRECTION

[www.breckenridgedesign.co.uk](http://www.breckenridgedesign.co.uk) • 07957 367985 • [jules@breckenridgedesign.co.uk](mailto:jules@breckenridgedesign.co.uk)

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**EMAIL** [jules@breckenridgedesign.co.uk](mailto:jules@breckenridgedesign.co.uk)  
**DATE OF BIRTH** 13.02.1972

**PROFILE** I am a highly organized and motivated self starter, and have a wealth of creative and managerial experience in publishing and design. This includes recruiting and running departments, managing budgets and negotiating rates.

In my fifteen year career I have had close relationships with a wide variety of clients and editors, and have led many pitches, projects and launches.

In addition I have commissioned, directed and styled many photographic shoots worldwide in all different genres. I have also been fortunate enough to art direct and design a number of bestselling glossy magazines such as *Red*, *Elle Decoration*, *Tatler* & *Psychologies*.

I consider myself to be extremely professional and approachable, highly organized and a fast learner.

Currently I am studying for a Diploma in Interior Design in my spare time. I also have a great interest in typography, architecture, interiors styling and photography.

**EMPLOYMENT** **CREATIVE DIRECTOR BRECKENRIDGE DESIGN 2007 - 2010**

- Pitching for and winning contracts for regular magazines: lifestyle magazine for Heaver Estate Agents, London; The Log Magazine, for The British Airline Pilots Association
- Art Director of Viking Airways Magazine
- Regular design work on a variety of magazines both newsstand and consumer
- Research and development on covers and supplements for Prima Magazine, National Magazine Company
- Art direction and design of Top Yachts magazine, IPC
- Retail branding and identity design, including signage, labels, bags, stationary
- Pich design, corporate Identities and advertising for a variety of companies
- Consultation of design and editorial content on new magazine launches

**CREATIVE DIRECTOR PSYCHOLOGIES MAGAZINE 2005 - 07**

- Concept and development of graphic and photographic style of this glossy best selling woman's magazine
- Launch and art direction of magazine, branding and website
- Recruitment and management of art team
- Management of budgets and negotiating commissioning rates
- Photographic commissioning and styling
- Art direction of photographic shoots including celebrity covers, food, beauty, still life, reportage
- Proofing and print passing, liaising with reprographic houses and printers

**FREELANCE ART DIRECTOR 2004 - 05**

- Pitching and presenting for magazine, marketing and advertising projects for clients including: HSBC Premier Magazine, OPAP (The Greek Lottery Operator), Baker Tilly, Weil, Gotshal & Manges
- Redesigns of All About Soap Magazine; Sayidity Magazine (Dubai)
- Art direction of supplements for Nivea, Red Magazine, Autosport
- Art direction of Red Direct catalogues and brochures for MOD The Army
- Corporate Identities, advertising and brochures for a variety of companies

**EMPLOYMENT CONTINUES ON PAGE 2**

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**EMPLOYMENT**     **ASSISTANT ART DIRECTOR RED MAGAZINE 2002 - 04**

- Management of art team & freelancers
- Art Direction & styling of photo shoots including still life, interiors, people, food, beauty
- Redesign of many sections of the magazine, design and art direction of supplements.

**ART EDITOR ELLE DECORATION MAGAZINE 2000 - 02**

- Management of art team & freelancers
- Commissioning, art direction & styling of interior, food & still life photo shoots
- Design & redesign of magazine

**ART DIRECTOR HAYMARKET CUSTOMER MAGAZINES 1998 - 2000**

- Pitching and presenting for B2C magazines for clients including: Marks & Spencer, Avon Cosmetics, Swiss Tourist Board, SmithKlien & Beecham, BTA
- Art direction & design of magazines such as Freedom for Chrysler, UK The Guide for British Tourist Authority, Jaguar Racing for Jaguar FI, Stars & Cars for Mercedes Benz
- Concepts & designs of books and promotional material for Sauber Racing, Frankfurt Airport, Hertz, Radio Le Mans
- Art direction & styling of studio & location shoots with models.

**SENIOR DESIGNER FI RACING MAGAZINE 1997-1998**

**DESIGNER TATLER MAGAZINE 1995-1997**

**EDUCATION**     **DIPLOMA IN INTERIOR DESIGN RHODEC COLLEGE 2008-9**

I am currently studying this open course in my spare time

**POSTGRADUATE DIPLOMA IN PUBLISHING PRODUCTION LONDON COLLEGE OF PRINTING 1994-5**

Awarded a Distinction

**BA HONS IN MEDIA & THEATRE ARTS PLYMOUTH UNIVERSITY 1991 - 1994**

1st Class Honours

**A LEVEL ST BARTHOLOMEWS, NEWBURY 1988 - 1990**

English C, Theatre Arts C, Geography D,

**GCSE THE CLERE SCHOOL, BURGHCLERE 1986 - 1988**

English Literature, English Language, Maths, History, Geography, Biology, Theatre Arts, French, Art and Design (A-C GRADES)

**REFERENCES**     Available on request