

Genevieve Aulakh

Graphic Designer & Art Director

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PROFILE

Experienced Graphic Designer, Art Director, Creative and Occasional Bookbinder. Working functionally as an Art Director for Wooshii. Proficient in various design disciplines and skilled in creative direction.

Also actively engaged in freelance graphic design for external clients.

Beyond design my interests include current affairs, video production, prop design, marketing, and music.

EMPLOYMENT HISTORY

WOOSHII: OCT 2021 - PRESENT

Junior Creative/Junior Art Director

Formal title; Junior Creative. Functioning title; Junior/Mid Level Art Director. Working on client video projects, from conception to delivery, for a variety of clients in sectors including; biotech, fintech, product.

Clients include; Amazon, Mettler Toledo, Vapiano, Diageo and Thermo Fisher Scientific.

OFFLINE AGENCY: 2020-2021

Co-Creative Director

Design agency as part of University course. Role included; agency creation, branding, project management, team management, following design briefs. Created design briefs for junior students as well as sourcing external briefs.

SKILLS & EDUCATION

Adobe Creative Suite
Creative Ideation
Creative Research
Concept Mockups
Pitching
Storyboarding
Scripting
Marketing
Digital Design
Hands-On Design Practise
(eg bookbinding, letterpress and screen printing).

UNIVERSITY OF EDINBURGH 2021

BA Graphic Design

Skills; Adobe Creative Suite, creative ideation, deadline management,

I worked in 3 agencies in my degree, as an Intern, Creative Junior and Creative Director.

A LEVELS

Rugby School 2016

A* Graphic Design

A Music

B Government and Politics