



AMY BISHOP

Curriculum Vitae

I am currently working for Amazon (Prime Video), focusing on developing their new entity of LIVE sport.

I have worked on both B2B and B2C sports branding, both in-house and agency based. I have experience in working with sporting events, corporate sport and sports retail.

I am passionate about working for a company willing to help me develop and grow skills, particularly my animation and digital skills. As well as designing, I have experience in project management, working in a team and meeting tight deadlines.

I am comfortable working with the Adobe Creative Suite and PowerPoint, and have an understanding of client needs and how last minute changes and long hours can be a regular occurrence.

KEY CAREER ACHIEVEMENTS

- **ICC Men's Cricket World Cup 2019 Domestic Trophy Tour branding** The Trophy Tour has an expected overall visit reach of 30,000 with a digital reach of 9 million.
- **2017 ITU World Series Leeds event branding** Televised to over 1 million viewers on BBC.
- **2017 Nottingham Mixed Relay event branding** Designed the event branding for the first fully international mixed relay event set-up in the UK, ahead of the event joining the Olympic cycle in 2020.

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Jul 2020 to Present
(Nov 2020 Contract)

Digital Designer | Amazon (Prime Video Sport)

- Creation of digital assets for sport which Prime Video holds rights to.
- Project management of asset builds.
- Helping develop the consistency of sport across Amazon channels.
- Building the Prime Video Sport team brand.
- Helping to improve Prime Video's design and marketing process.

Mar 2020 to Aug 2020
(Freelance)

Senior Designer & Digital Market Exec | Mondial Dubai LLC

- Developed a new initiative for social platforms and developed my video editing and animation skills using after effects.
- Created a new website.
- Helped transform the company into the world of digital and online presence during a period of uncertainty to ensure clients are still being contacted via virtual meetings and social updates.
- Generic digital asset creation.
- Developed and modernised the company brand guidelines.

Aug 2019 to Jul 2020

Middle-Weight Designer | IMG Media

- Experience in juggling multiple projects in a fast-paced agency environment.
- Project managed and designed the IMG Sport 2020 portfolio which is a yearly catalogue of all sport properties IMG Media offers.
- Experience in working with multiple brands across all assets.
- Work closely with the marketing teams and project managers for all sports to ensure all materials are completed.
- Regular brainstorm and creative team chats where we have the chance to bounce ideas off each other and discuss design which we find exciting.

Aug 2018 to Jul 2019

Middle-Weight Designer | ICC Men's Cricket World Cup

- Experience in project management, including in-house design projects and agency deliverables, including over 150 versions of the hero creatives.
- Worked closely with the marketing team and multiple agencies to ensure brand consistency through all deliverables across the event and to deliver a successful marketing campaign.
- Designed all assets for the 100 day Domestic Trophy Tour.
- Designed all fleet vehicles, including cars, team buses and an Emirates plane.
- Designed and managed the development of the schools programme assets and the website build with the incentive of getting 1 million children into cricket.
- Created city dressing designs, including sponsor and city sign-offs, as well as managing external suppliers for printing and artworking.
- Designed and managed the production of all Hospitality assets for both ICC and venues. This includes, passes, ticket boxes, wristbands, web portal and invites, as well as all additional venue assets.

Nov 2017 to Jul 2018

Graphic Designer | England Rugby

- Experience in working in a studio team with the opportunity to help develop ideas as a group and work alongside each other to create the best outcome.
- Created all branding for the women's Red Roses brand, including all marketing material, match-day assets and branding.
- Worked on the branding for all mass participation brands such as Inner Warrior, XRugby7s and O₂ Touch, including a refresh of the O₂ Touch brand.
- Involved in the delivery and development of marketing campaigns, from concepts through to photo shoots, design and final marketing output.

Jul 2016 to Nov 2017

Graphic Designer | British Triathlon

- Branded major televised events including the ITU World Series event based in Leeds and the Mixed Relay event in Nottingham.
- Worked on campaigns for our mass participation brand GO TRI, which focused on getting new individuals into the sport and taking part in their first Triathlon.
- Developed and created a new open water safety brand and strategy, SH₂OUT.
- Developed the second phase of brand guidelines.
- The opportunity to work major events and get to understand how much work is involved with branding and the running of a major event.

Jul 2015 to Jul 2016

Graphic & Digital Design Intern | Loughborough University

Sep 2011 to Jun 2015

Loughborough University
BA Graphic Communication | **First Class Honours**
BTEC Art Foundation | **Merit**

SOFTWARE SKILLS



Compatible with both Windows and Mac OSx
Knowledge in video and photo editing
Basic knowledge of CSS and HTML

DESIGN SKILLS

Event branding, visual identity and branding, editorial and print design, digital design, advertising, film and photography, video editing

INTERESTS



INTERESTING FACT

I raised £3000 for Make-A-Wish Foundation and husky sledded 220km across the arctic circle from Sweden to Norway.

CHARACTER

DESIGNER, CREATIVE, SPORTS ENTHUSIAST, DOG LOVER, CAKE BAKER, BEACH ADDICT AND OVERALL QUIRKY INDIVIDUAL

ACHIEVEMENTS

EHA National Cup Handball Champions 2019
Working across a World Cup
Advanced PADI Scuba Diver
Premier League Handball Player
Completed Duke of Edinburgh Gold Award
Represented Dubai at the Inter-Gulf Netball Championships

Work references available upon request
This CV is A3 size