



AMY BISHOP

CURRICULUM VITAE

Designer, creative, sports enthusiast, dog lover, cake baker, each addict and overall quirky individual.

I've been working as a designer in the sports industry for 8 years. I have experience working across various sectors in the industry including agency, governing bodies, major events, leagues, broadcast and sales.

I specialise in event branding and guest experience, with a great knowledge of partner branding rights, and delivering on-site branding to the highest standard. I understand branding on-site for broadcast and have a sustainability and purpose driven mind-set.

I have experience in delivering marketing campaigns, both OOH and digital, working closely with the marketing department and agencies to ensure consistency in delivery. I also have experience in guest portal and ticketing builds, brand identity, digital branding, commercial and sales, and designing to educate and relate to an audience. I understand procurement, have a background of project management, and will always go above and beyond to deliver.

Currently working as an Event Operations Designer for SailGP, with previous roles including Amazon Prime (Sport), IMG Media, Cricket World Cup 2019, England Rugby and British Triathlon.

I believe in breaking boundaries, to design to question the expected, and to bring sport to life. There is always more we can do when it come to design, it just depends on how willing we are to step outside the box, to reach new heights.

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Feb 2021 to Present

Event Operations Designer | SailGP

- Design and manage the workload of the on-site event branding across multiple event sites (13 events).
- Expert knowledge in partnership branding, to ensure contractual rights are met across all our branding. This includes event branding, digital, commercial, hospitality and ticketing, and marketing assets.
- Working with the rest of the design and marketing teams to deliver exciting new opportunities, with OOH and digital marketing campaigns.
- Brand and design all assets for the hospitality experience. This includes the online portal, digital assets, ticketing and everything on-site to ensure a luxury guest experience.
- Project management to ensure delivery across multiple events. To manage and delegate our event branding requirement across our team when required, and helping with procurement where required.
- Continuing to develop SailGP's branding, including new ideas for fan engagement and activations as well as looking for more sustainable ways to deliver unique experiences.
- Digital design, including assets for social media, decks, and infographics.

Jul 2020 to Feb 2021 (Contract)

Digital Designer | Amazon (Prime Video Sport)

- Designed digital banners for Amazon Prime's Live Sport sector. This included rugby, tennis and football.
- Offer sport branding advice to stakeholders from previous experience working across various sports.
- Manage player choices, and stay up-to-date with stats and current injuries/performance of players.
- Project managed delivery of artwork across over sectors of the business.
- Developing the Prime Video Sport brand, ensuring consistency across all platforms.

Mar 2020 to Aug 2020 (Freelance)

Senior Designer & Digital Market Exec | Mondial Dubai LLC

- Created a new initiative for social platforms and developed my video editing and animation skills.
- 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 and template creation.
- Developed and modernised the company brand guidelines and new website design.

Aug 2019 to Jul 2020

Middle-Weight Designer | IMG Media

- Designed marketing assets, sales decks, reports, broadcast manuals, catalogues and strategy documents.
- Experience in juggling multiple projects in a fast-paced agency environment.
- Managed and designed the IMG Media's Sport 2020 portfolio which is a yearly catalogue of it's offerings.
- Experience in working with multiple brands across all assets.
- Worked closely with the marketing teams and project managers to ensure all materials are completed.

Aug 2018 to Jul 2019 (FTC)

Middle-Weight Designer | ICC Men's Cricket World Cup 2019

- Designed all assets for the 100 day Domestic Trophy Tour.
- Designed city dressing, event branding and fleet branding.
- 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 OOH and digital marketing assets. Worked closely with the marketing team and Two Circles to ensure marketing campaigns were targeted to the correct audiences to ensure the best reach.
- 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.
- Managed in-house design and agency deliverables, including over 150 versions of the hero creatives.
- Ensured delivery of all event assets and programmes throughout the tournament, while having a secondary on-site role throughout the 48 game tournament.

Nov 2017 to Jul 2018

Graphic Designer | England Rugby

- Working as a team to develop ideas as a group and work alongside each other to create the best outcome.
- Created branding for the Red Roses, including marketing material, match-day assets and digital 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. This included ideation, photography direction and deliverables.
- Delivered tender bid documents, 6 nations event branding, and London 7s digital assets.

Jul 2016 to Nov 2017

Graphic Designer | British Triathlon

- Branded major triathlon events including the ITU World Series and the Mixed Relay events.
- Developed an event identity for the new addition of the Mixed Relay to the World Series event structure.
- Worked on campaigns for our mass participation brand GO TRI, which focused on getting new audiences into the sport and taking part in their first Triathlon.
- Developed and created a new open water safety brand and strategy; SH₂OUT.
- Implemented the second phase of the brand guidelines.
- Worked hands on at major events and gained an understand for event install and de-rig.

Jul 2015 to Jul 2016

Graphic & Digital Design Intern | Loughborough University

Sep 2011 to Jun 2015

Loughborough University BA Graphic Communication | First Class Honours

SOFTWARE SKILLS



Keynote and PowerPoint design knowledge
Knowledge in video and photo editing
CRM and email campaign experience

JOB SPECIFIC SKILLS

Event branding
Visual identity and branding
Editorial and print design
Campaigns: Digital & OOH

Digital Design
Commercial Design
Infographics
Partnership Rights

Project Management
Procurement
Print Production

OUTSIDE OF WORK



INTERESTING FACTS

I've had three knee surgeries.

EHA National Cup Handball Champions 2019.

Grew up in Dubai.

Advanced PADI scuba diver.

I raised £3000 for Make-A-Wish Foundation and husky sledged 220km across the arctic circle over 5 days.

Represented Dubai at netball.

References available upon request.
This CV is A3 size.