



## ALISON FISHER

alisonfisherdesign@outlook.com

### EMPLOYMENT

2012-present

#### **Art Director, Drapers, Emap**

Creative head for the fashion business brand, Drapers. I create and implement design across a huge portfolio from print, digital, events and marketing material. I have responsibility for recruitment, schedules, budgets and design standards, working closely with editors, commercial directors, managing directors, web teams and our production department.

2009-2012

#### **Group Art Director, Retail Group**

After a restructure of the group, I was given the responsibility of overseeing the design standards across four magazines, including two of the companies most prestigious titles Drapers and RetailWeek. In addition to hands-on design and art direction of all four titles,

2007-2009

#### **Art Director, Drapers**

My highlight of this period was completing and implementing the redesign of Drapers. My mission was to do a complete overhaul of the brand and magazine. In doing so I created a stronger more robust identity that worked seamlessly across all publishing platforms. I developed a strong look for awards and marketing collateral and introduced new working practices which revolutionised the day to day running of the magazine.

2006-2007

Art Editor, PR Week, Haymarket

2004-2006

Art Editor, Campaign, Haymarket

2003-2004

Art Editor, PrintWeek and Marketing Direct, Haymarket

### EDUCATION

2000-2003

Cumbria Institute of the Arts BA (Hons) Graphic Design 2:1

This course provided me with a strong foundation in visual communication.

1999-2000

BTEC Diploma in Art and Design

1992-1999

St Benedicts R.C High School A Levels: English Language, Art  
GCSEs: 7 including Maths, English and Art

### SOFTWARE

InDesign, Photoshop, Illustrator, After Effects, XD, Animate, Media Encoder, Bridge, Acrobat, Word, Excel.

### HIGHLIGHTS

**2021** PPA judge

**2020** Shortlisted for BSME Best Art Team

**2015** Shortlisted for the PPA Designer of the Year

### INTERESTS

Interior design, photography, animation, modern art, cooking, travel, cycling.

### REFERENCES

#### **Sam Chick Photographer**

samchickdesign@mac.com

07803 164 522

#### **Keely Stocker Marketing and Brand Communications Director, Fat Face**

keely.stocker@fatface.com