

# Duncan James Todd

Senior Creative Artworker

www.the-artworker.com

## PROFILE

Thirty years in the industry has taught me that good Artworking is about more than technical ability. It is about understanding what a client needs, caring about the result and getting it right first time. I have worked across Retail, Packaging, Experiential, Property, Financial and Pharma, and whether the job is a small amend or a complete redesign, I bring the same attention to detail and commitment to every piece of work that leaves my desk.

## CONTACT

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## SOFTWARE

InDesign  
Illustrator  
Photoshop  
PowerPoint  
Word  
Excel  
Google Docs / Sheets / Slides  
Sketch

## SECTORS

Retail  
Packaging  
Experiential  
Property  
Financial  
Pharma

## INTERESTS

Family is at the heart of everything, with being a dad taking top billing. Away from work, time is spent cycling, exploring galleries, exhibitions and cinemas, and getting creative in the kitchen with baking and cooking. A genuine love of cultural experiences keeps the creative mind engaged outside of studio hours.

## CAREER HISTORY

### Freelance Senior Creative Artworker

2024 – Present

A varied portfolio of freelance clients spanning branding, design, marketing and experiential. Work ranged from Artworking and design across clients such as Analogfolk, Buzzacott, DCTR, Earth Strategies, Identity, Savvy, Sectorlight, Siren and Wordsearch, through to Artworking and illustration for Studio XAG, a leading experiential and retail design agency. The illustration work at Studio XAG was a particularly rewarding strand of the freelance portfolio, sitting alongside the broader Artworking output and demonstrating the range of creative skills brought to each new brief. A standout project during this period was working with Analogfolk on the worldwide rebrand of Perk, formerly known as TravelPerk, contributing artwork across a major global identity project.

### J2 – Studio Manager / Head of Artwork

2022 – 2024

Over seven years at J2, I progressed from Senior Creative Artworker to Studio Manager and Head of Artwork. In this elevated role I was responsible for managing the artwork team, directing studio workflow and maintaining the high creative standards expected across all client work. The role demanded equal parts creative expertise and organisational leadership, with myself overseeing everything from resource allocation and deadline management to quality control across all studio output.

### J2 – Senior Creative Artworker

2017 – 2022

End-to-end creative Artworking for a wide-ranging portfolio of property brands across the UK and Europe. Projects covered everything from fast-turnaround amends and photo retouching through to full creative redesigns, with consistently high standards maintained across all output while working efficiently to tight deadlines in a busy studio environment.

### Freelance Senior Creative Artworker

2015 – 2017

Freelance support for Inventiv Health, Jupiter Asset Management Limited, Marks and Spencer, Portland Design, Sectorlight, The Good Ideas Group, Willis Towers Watson and Wordsearch.

### Result Customer Communications – Senior Creative / Creative Artworker

2013 – 2015

Result is an independent UK retail marketing agency with three decades of experience creating multi-channel campaigns and materials that drive footfall. As lead creative artworker, key accounts included Morrisons, McColls and Mecca Bingo, delivering tailored artwork as part of a collaborative studio team. The role allowed me to develop a strong expertise in large-scale point of sale production. A notable achievement was winning a bronze IPM award in the Charity Partnership Marketing category for Halloween activity created for MRG in association with Cardiac Risk in the Young.

### Freelance Senior Creative Artworker

2012 – 2011

Freelance support for AML and Willis Towers Watson.

### Ravensworth – Senior Creative Artworker

2011 – 2012

A varied artworking role spanning multiple sectors and campaign types across the UK. Core output included point of sale and printed literature for major and independent estate agents including Halifax and Baird Eves, as well as high volume leaflet campaigns for clients such as the Labour Party and The Plumb Centre. The role built solid foundations in digital print production and developed confident, direct working relationships with UK based clients.

## NOTABLE BRANDS

Amgen · AstraZeneca · Aviva · AXA · Bank of America Merrill Lynch · Barclays · Bayer · BBC · Biogen · Boehringer Ingelheim · BMS–Pfizer · Budweiser · Cadbury · CBRE · Coca-Cola · Ferrero · GSK · HSBC · Heineken · JLL · Kellogg's · Legal & General · Marks & Spencer · Mars · McLaren · Nestlé · Next · Novo Nordisk · O2 Arena · Oxfam · PepsiCo · P&G · Roche · Sony · Walkers · Warburtons · WaterAid