

VICTORIA POTHECARY

Senior Creative Designer

Email: vhpothecary@hotmail.com Phone: 07944 560170

PROFILE

I am a Creative Designer with extensive experience crafting concepts and visual solutions across digital, social, retail, POS, packaging and campaign work.

I bring conceptual thinking, confident art direction and a keen eye for visual storytelling, taking projects from early ideation to final delivery – including artwork creation and preparing files for print.

I thrive in collaborative, fast-paced environments and love owning a project end-to-end, ensuring creative consistency and high standards across every touchpoint.

I'm an Essex girl at heart, excited to be raising two more girls. I love to run and it helps me to keep up with them too.

SKILLS

Creative & Conceptual: Brand identity, campaign concepting, digital & social-first design, packaging & retail comms, art direction, storyboarding, video creative direction.

Production & Delivery:

Artwork development, print production oversight, quality control, cross-team collaboration, project ownership.

Tools: Adobe Creative Suite (PS, AI, INDD), Cinema 4D, After Effects (experience).

EDUCATION

HND Graphic Design

Kingston University (2001-2003)

10 GCSEs A-C, St. Hilda's School for Girls (1993-1998)

EXPERIENCE

Senior Creative Designer - TPN / Tracy Locke (2020-2025)

Clients: AkzoNobel, Tilda, Elanco, Stanley Black & Decker, Mattel, Essity, Fox's, Ella's Kitchen, ZYN.

- Led concepts and visual design for digital, social, retail, POS and print campaigns.
- Owned projects from brief to final artwork, ensuring quality and consistency.
- Oversaw retouching, storyboards and video direction; presented creative to clients.

Senior Designer - LAW Creative (2014-2020)

Clients: IHG, Grosvenor Casinos, Caesars, David Lloyd, OPRO Group, Nuffield Health.

- Developed concepts for digital, social, print and POS campaigns.
- Art-directed food, still-life and model shoots; retouching and artwork delivery.
- Mentored juniors, collaborated with strategy and account teams.

Senior Designer & Art Director - TMS Worldwide (2011-2014)

Clients: McDonald's (UK & Global), Vodafone, Sol.

- Designed in-store POP, OOH and global campaign assets.
- Art-directed shoots and retouching.
- Created concepts for digital and gaming.
- Presented creative work and managed feedback.

Senior Designer - Bezier / Once Upon a Time (2008-2011)

Clients: 3Mobile, GSK, Mars/M&M's, Lindt, Akzo Nobel, LA Fitness, Disney, Fox, Warner.

- Developed ATL/BTL concepts and POS for global FMCG and lifestyle brands.
- Collaborated on strategy, pitches and campaign visuals.

Mid-weight Designer - The Body Shop (2006-2008)

- Designed retail concepts, window campaigns and promotional materials.
- Produced packaging and oversaw print production.
- Art-directed shoots.

Graphic Designer - Ted Baker Plc (2003-2006)

- Designed retail concepts, packaging and editorial layouts.
- Art-directed photo shoots and managed print output.

Picture/Art Assistant, Dennis Publishing (1998-2001)

- Managed image research, layout design and copyright checks.
- Assisted on shoots and coordinated photographers and talent.