

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.