



LESLEY JHOTY

CONCEPTUAL ART DIRECTOR & DESIGNER

PROFILE

Conceptual Art Director with a full-timer's work ethic, specialising in helping brands attract and engage with their audience. I'm passionate about all aspects of the design process, and creating meaningful and valuable visual experiences through strong concepts and high-end design."

PORTFOLIO

lesleyjhoty.com

EDUCATION

1997-2000

Bachelor of Design in Visual Communications The University of Western Sydney Nepean, NSW

Major: Photo-Illustration: looking at how a picture can be used to tell a story or develop a concept. The study of imagery that is product orientated, and used often in advertising.

TECHNICAL SKILLS

INDESIGN	★★★★★	WOODWING	★★★☆☆
PHOTOSHOP	★★★★☆	CONTENT STATION	★★★★☆
ILLUSTRATOR	★★★★☆	POWERPOINT	★★★☆☆
AFTER EFFECTS	★★★☆☆	MICROSOFT WORD	★★★★☆
PREMIER PRO	★★★☆☆	ADOBE DPS	★★★★☆

INDUSTRY EXPERIENCE

2019 -
MATT LEAVE
CONTRACT

Big League Senior Designer

NEWS CORP

2017 -
FREELANCE

Instyle Designer

PACIFIC MAGAZINES

2017 -
FREELANCE

MKTG Senior Designer

DENTSU AEGIS

2017-
CONTRACT

Prevention Art Director

NEXT MEDIA

"My role as Art Director is to clarify the vision of the brand. I am in charge of the visual aspect of the brand and how it communicates a message to the public."

KEY RESPONSIBILITIES:

- Responsible for the overall style of the magazine and to ensure the high-quality design is aligned with the core values of the brand.
- Work closely with all team members to innovate and discuss new ideas.
- Review and approve designs, artwork, photography, and graphics developed by the creative team.
- Liase with clients to develop an artistic approach and style.
- Overseeing the digital and social media footprint is on brand.

PRIMARY DUTIES:

- Styling and concept of all photoshoots.
- Location and talent scout for covers.
- Supervise design staff including contractors.
- Develop detailed budgets and timelines.
- Retouching and production of all pages.
- liasing directly with printers, uploading print ready PDFs for production.

2016 -
CONTRACT

EHP LABS Lead Designer

DASH DIGITAL MEDIA

RESPONSIBILITIES:

- Quality output for all creative work across digital and print platforms – including apparel, website, packaging design, social media and e-books, and expo booth design, print flyers and marketing collateral.
- Plan and prioritise creative departments workflow
- Confident presentation of ideas to CEO
- Mentoring, developing and coaching of the creative team
- To be the brand gaurdian
- While focused on the lead role, also taking part in daily design tasks
- Liasing with printers and other external suppliers
- Dealing with large complex workloads, managing schedules





INDUSTRY EXPERIENCE (CONTINUED)

2016
CONTRACT

Key Accounts Art Director

PACIFIC MAGAZINES

RESPONSIBILITIES:

- Working exclusively on the Harvey Norman and Domayne account across all Pacific magazine brands.
- Concept, co-ordination and art direction of all photoshoots.
- Managing photographers, stylists, set-builders and other contractors.
- Building timelines and managing budgets.

2015
CONTRACT

Better Homes and Gardens Senior Designer

PACIFIC MAGAZINES

RESPONSIBILITIES:

- Conceptualize and execute ideas across print and digital platforms.
- Concept and design of special features including the Bunnings section.
- Liase with client to deliver the vision whilst upholding brand identity.

2014
CONTRACT

Vogue Australia Digital Designer

NEWS LIFE MEDIA

RESPONSIBILITIES:

- Working with the creative director to bring the printed page to life
- Concept and design of the Vogue digital iPad App.
- Producing all animation and moving graphics with in the app.

2012 – 2014

Men's Health Senior Designer

PACIFIC MAGAZINES

RESPONSIBILITIES:

- Concept and execute ideas across print and digital platforms.
- Produce and art direct video and photography.
- Concept and design of features.

2011 – 2012

Advertising Creative Director

PACIFIC MAGAZINES

Responsible for advertising and marketing crossover on these brands: Men's Health, Women's Health, Prevention, Home Beautiful, Diabetic Living, Your Garden, Girlfriend, Total Girl, K-Zone, Practical Parenting

RESPONSIBILITIES:

- To inspire my team to operate in an efficient and profitable manner.
- Produce a creative product that is cutting edge, ahead of the competition
- Ensuring that the high quality and production of the brand is upheld.
- Writing/ designing rationales for campaign approaches.

PRIMARY DUTIES:

- Coaching the professional development of team members.
- Drive constant improvement in my team's creative quality & capabilities.
- Managing outside resources including photographers and freelancers.
- To generate and manage timelines and costings.

2007 – 2011

Advertising Art Director

PACIFIC MAGAZINES

WHO, Home Beautiful, Better Homes and Gardens, Family Circle, Diabetic Living

RESPONSIBILITIES:

- To work pro-actively to generate new business.
- Commitment to customer service and exceeding client expectations.
- Responsible for concept and execution of all client branded content.

2003 – 2007

Creative Services Art Director

TIME INC

Time, InStyle, WHO, 25 Beautiful Homes, Practical Parenting, Bride to Be

RESPONSIBILITIES:

- Design of marketing, advertising and promotional collateral.
- Responsible for concept and execution of all branded content.

CONTACT ME



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