

TAYA BIRD
11 06 1979
British / Female
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EDUCATION
Birkbeck University London
Sept 2009 *Criminal Psychology*
The London School of Economics
Sept 2008 *Journalism (certHE)*
North Westminster Community School
1990 - 1997 *London, UK*
GCSE & A-Level Grades A* - D
Lycée Français Charles de Gaulle
1982 - 1990 *London, UK*

With over 20 years in the creative industry, I've led design agencies in both France and the UK, working with clients across yachting, hospitality, and F&B. My freelance work spans 4 continents, delivering brand identities and creative solutions tailored to each market. Vittorio Carraro of Giol credited my work with finally elevating his brand to match his ambitions – even justifying his pricing based on the designs I created. Similarly, Neil Gillon highlighted that the branding, interior design, and copywriting I delivered would be key to helping his hotel achieve 5* status. Combining creative expertise with strategic thinking and client management, I bring both hands-on design skills and big-picture brand insight to every project.

FREELANCE GRAPHIC DESIGNER

September 2013 - Present
Nice, France

KEY ACHIEVEMENTS

- *Developed creative solutions for 40 clients and counting, with many returning for ongoing projects.*
- *Clients from UK, Europe, North America & Mexico*
- *Often acted as both designer and brand consultant, advising clients on positioning, messaging, and tone of voice.*
- *Maintained ongoing relationships with several clients for 5+ years, becoming a trusted design partner and extension of their team.*

AMANDINE CHEFS

Recruitment Consultant
March 2019 - October 2019
Nice, France

- *Interviewed Chefs*
- *Placed Chefs in seasonal jobs around the world. Went to MYBA and maintained stand.*
- *Took a detour from design because food is my other great passion in life, and this was incredible! Interviewing famous Michelin star chefs, having them cook for me... but I love design too much, so I returned to it.*

ECOLE DE CONDE

Graphic Design Teacher - MANAA 4 & 5
September 2016 - June 2017
Nice, France

- *Created a syllabus for the foundation course, covering all the fundamentals of graphic design.*
- *Taught two classes and graded work.*
- *Prepared the students for the year end exam.*

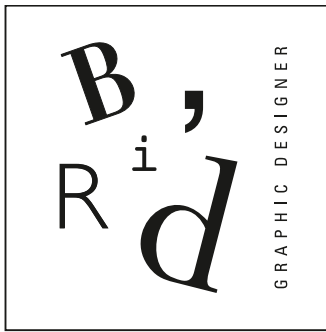
QLDG SARL - GRAPHIC DESIGN AGENCY

Graphic Designer / Manager
October 2011 - August 2013
Nice, France

- *Managed a small team of 4 in a boutique agency focused on the yachting industry, clients including Hill Robinson, YPI, and Fraser, to name a few.*
- *Oversaw client relations and project execution, ensuring high-quality design solutions.*

LONG TERM & ONGOING CLIENTS:

Le Toucan - Branding & Identity, Print, Packaging, Environmental Design & Marketing Consultation 6 mths
Pinstripes & Peonies - Branding & Identity, Print, Packaging, Digital & Web - ongoing client since 2009
Giol - Brand Evolution, Packaging Design for entire product catalogue, digital & collateral consultation - ongoing client since 2020
Corniche Azur Hotel & Brasserie - Branding & Identity, Print & Editorial, Digital & Web, Packaging & Product, Environmental & Experiential Design & Marketing - 14 mths
Fluffy Donuts - Branding & Identity, Print & Editorial, Digital & Web, Packaging & Product, Environmental & Experiential Design & Marketing consultation - ongoing client since 2020
Vin de Terre - Branding & Identity, Print & Editorial, Digital & Web, Packaging & Product, Environmental & Experiential Design & Marketing consultation - ongoing client since 2011



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MYSTERY LIMITED - BRAND DESIGN AGENCY

Creative / Manager

October 2003 - May 2011

- Led an award-winning branding agency with 12 employees, working with high-profile clients like Giraffe, Bubbleology and SSP.
- Oversaw studio workflow, resource allocation, and financial management, while contributing to creative concept development and direction. Managed client accounts, project timelines, and profitability, coordinating closely with clients and print production. Handled new business proposals and estimates, optimizing studio performance and profitability. Led creative brainstorming sessions, providing guidance to designers and ensuring high-quality output.

DIMES & SILLITOE - PUBLIC RELATIONS AGENCY

Account Manager

November 2001 - October 2003

WHEREITS.AT TV - TELEVISION CHANNEL

Producer / Researcher

June 1999 - November 2001

NETWORK PHOTOGRAPHERS - PHOTOGRAPHY AGENCY

Syndication Technician

July 1997 - June 1999

TRAVEL (SABBATICAL LEAVE)

June 2006 - December 2007

Visited: India, Nepal, Tibet, China, Vietnam, Laos, Cambodia, Malaysia, Singapore, Argentina, Chile, Bolivia, Peru, Ecuador, Canada.

SERVICES

BRANDING & IDENTITY

Brand Strategy & Positioning
 Brand Story
 Visual Identity
 Design & Systems (Typography, Colour Palette)
 Brand Guidelines

PRINT & EDITORIAL

Brochure & Flyer Design
 Magazine & Catalogue Design
 Stationery Design
 Posters & Signage
 Slide Decks, PPT

DIGITAL & WEB DESIGN

Website Design
 Social Media Graphics
 Email Marketing Design

PACKAGING DESIGN

Bottle & Label Design
 Box & Bag Design
 Product Packaging Design

ENVIRONMENTAL & EXPERIENTIAL DESIGN

Event Branding
 Wayfinder Systems
 Interior Branding
 Exhibition Design

MARKETING

Foundational support for new businesses
 Large-scale strategies for established brands
 Tools and knowledge to enable clients to manage marketing independently
 Focus on long-term success and sustainability

HARD SKILLS

Mac & PC



Adobe Creative Suite



Photoshop, Illustrator,

InDesign

MS Office (Powerpoint)



Libre Office



Filemaker Pro



Editing & proofreading

