

# JOSEPH BOTCHERBY

Graphic Designer

Address: Kottbusser Damm 34, Berlin ,10967, Germany

Phone: 0115238842448

Email: hello@josephbotcherby.com

Website: josephbotcherby.com

## My Profile

I'm a Berlin-based graphic designer originally from Yorkshire, England. My work has spanned over industries such as fashion and literature. My experience both freelancing and in-house eventually saw me move into projects related visual identity and art direction. I'm passionate about conceptual design and approach all projects with an eagerness to apply my expertise to a new challenge.

## Work Experience

### 2017-Present

Penguin Books  
London

### Freelance Graphic Designer

- I influence and implement brand direction for major campaigns, creating promotional materials such as printed matter and point of sale material for bookstores and events.
- I often work on projects revolving around author and physicist Carol Rovelli, including a recent animation featuring a collaboration with actor Benedict Cumberbatch.
- I recently worked on the advertising campaigns for the bestselling book 'Good Night Stories for Rebel Girls', which was rolled out on a wide scale on the London Underground.

### 2016-2018

Zalando  
Berlin

### Graphic and Print Designer

- My work at Zalando involved pinpointing upcoming trends in graphic design and print direction, and articulating this research in clear presentations and reports. This included international travel for inspiration and to attend relevant exhibitions, stores, events and shows.
- I would travel to print houses for hands-on experience setting up multilayered screen artwork. I was also responsible for product direction and making sure the company was suitably represented from a print design perspective.
- My experience at Zalando taught me to handle high pressure situations and turn projects around quickly. I would often be required to work late or weekends to realise tight design deadlines.

## Education


### FdA Design Practice


Camberwell College of Art, London  
2010 - 2012


### Foundation Design Diploma


Leeds College of Art, West Yorks  
2009- 2010

## Pro Skills

Adobe Illustrator 

Adobe Indesign 

Adobe Photoshop 

Html/Css 

## Expertise

- Branding / visual Identity
- Screen printing
- Editorial design
- Art direction

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## Experience Continued

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2014-2016

Graphic and Print Designer

Antioch Clothing  
London

- One of my first tasks Antioch clothing was to develop a brand and customer profile, which they still use today as a reference for the print and marketing direction.
- It was my responsibility to lead and direct photographers, models, makeup artists and stylists during content creation for each collection.
- Each quarter, I designed editorial printed lookbooks that would be sent out to sales agents to showcase Antioch's latest collections.
- I liaised with buyers at well-known retailers such as Topman and ASOS, consulting them on the development of bespoke printed products for their direct market.

2012-2014

Graphic and Print Designer

Worn By Clothing  
London

- One of my first jobs out of university, my time at Worn By Clothing furthered my technical skills in setting artworks up for screen printing.
- I managed the deadlines for fabric and dye submissions, print strike offs, prototype reviews and for different factory lead times.
- I was in charge of researching pop music licenses to ensure our graphic direction connected with market trends and had commercial viability.
- I improved website traffic by implementing and managing a weekly marketing strategy, utilizing social media and sending out weekly newsletters which I wrote myself.

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## Social Links

Instagram  
@JosephBotcherby

Tumblr  
/JosephBotcherby

Behance  
/JosephBotcherby

Vimeo  
/JosephBotcherby

LinkedIn  
/JosephBotcherby

## References

Sam Voulters  
Brand Director at Penguin Books  
SVoulters@penguinrandomhouse.co.uk

David Martinez Mansilla  
Lead of Menswear Product at Zalando  
David.Martinez.Mansilla@zlabels.de

Jim Phillips  
Brand Director at Antioch Clothing  
Jim@easternshore.co.uk

## Interests

- Jazz
- Reading radical science fiction
- Film noir
- Cooking
- Travelling
- Video gaming