



Bridey Halliday Sagar

Head of Design at Acacium Group, specialising in global healthcare brand building and management, concept generation, story-telling and creative visual solutions across print and digital platforms.

CONTACT

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ABOUT

"During her 4+ years at Acacium Group, Bridey has grown the team by 300%, built brands from the ground up, overseen 6+ rebrands and managed global design efforts for 23+ brands. Bridey's portfolio covers a broad scope of work from healthcare brand building and management to creative branding work, illustration and motion graphics. Bridey started her career in 2013 and worked at design agency, 'Kunnert and Tierney' for two and a half years before she was hired as the sole graphic designer at idX in Chicago. There she worked on global projects, lead branding campaigns, pitching to Motorola, L'Oréal, Nike and completing an internal re-brand. In January 2020 Bridey started work at Acacium Group in London as their Senior Graphic Designer, in May 2021 she was promoted to Design Manager, leading a team of five designers. Moving up to Head of Design in January 2024. **Her hard work has earned her two awards in Acacium Group, most recently winning an Honours Award in 2023. An annual award for exceptional performance, awarded to 70 out of 4,000+ employees.**"

WORK

JAN 2024 - PRESENT **Head of Design**
Acacium Group, London
• Manage and create visual communications for 25+ global brands • 6 rebrands • Manage, direct and mentor team of five designers • Winner of two exceptional performance awards • Project manage, design and develop new brand within company
• Manage freelance designers • Implement new processes to improve design workflow and quality of work produced • Advise marketing, pitch team, UX, digital and external web development teams on design/branding

MAY 2021 - PRESENT **Design Manager**
Acacium Group, London
See above

JAN 2020 - MAY 2021 **Senior Graphic Designer**
Acacium Group, London
See above

JAN 2019 - PRESENT **Freelance Art Direction, Graphic Design & Illustration**
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JUL 2016 - JAN 2019 **Graphic Designer**
idX Corporation, Chicago & London
• Introduced and lead branding services, graphic design and décor services • Brand ecosystem design & development for clients • Completed an entire internal re-brand - including website, presentations, stationary, marketing materials, signage design, wallpaper design • Pitched to Motorola, L'Oréal, Nike, Under Armour, and more
• Video/print • Advertisements • Research & infographics • Copywriting • Project management

DEC - JAN 2018 **Freelance Designer**
Fadó Irish Pub, USA
Nationwide branding, visuals & copywriting for St.Patrick's Day 2018

NOV 2013 - APR 2016 **Graphic Designer**
Kunnert & Tierney, Co.Cork, Ireland
As a Graphic Designer At Kunnert and Tierney, I was part of a four person team; working on projects from concept development and artworking to promotion, print and digital marketing. The job also involved copywriting, photography and marketing. I worked directly with management and clients, creating final artwork for projects daily and preparing artwork for print.

JAN - JUN 2013 **Graphic Designer**
Limerick School of Art & Design
I was selected with a fellow student to name and create a visual identity for the LSAD degree show. The design strategy was taken across various media in both screen and print, including a show catalogue, a poster series and invites, as well as online video content, an integrated website and connected social media.

MAR-APR 2012 **Animation Intern**
VooDooDog, London
While working for VoodooDog I worked on an animation that was aired on channel 4. I worked on the short, entitled "Random Acts of Kindness", with artist Michael Landy and the team at VoodooDog. I also created artwork & animation for a Royal Ballet flip book.

SKILLS & SOFTWARE

- CREATIVE DIRECTION AND STRATEGY
- MANAGEMENT
- TYPOGRAPHY
- INDESIGN
- ILLUSTRATOR
- PHOTOSHOP
- AFTER EFFECTS
- PREMIER PRO
- MOTION GRAPHICS
- WIX
- MICROSOFT
- OFFICE SQUARESPACE
- BRANDING
- STORYTELLING
- CONCEPT DEVELOPMENT
- TYPOGRAPHY
- COPYWRITING
- PHOTOGRAPHY
- PITCHING
- PRESENTATION DESIGN
- PROJECT MANAGEMENT

ONLINE

REFERENCES

Available upon request