

BRIDEY HALLIDAY SAGAR

Multidisciplinary Senior Designer specialising in concept generation, story-telling and creative visual solutions across print and digital platforms.



CONTACT

Mobile 07 877 288 258
Email brideyhs@gmail.com
Website www.brideyhallidaysagar.com
Address Finsbury Park, London

ABOUT

"Bridey is a very talented designer whose portfolio is full of beautiful branding work, illustration and motion graphics. She 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, leading branding campaigns and an internal re-brand. Now she's back in the UK and worked with Jameson to create artwork for their stockist's 20th Birthday, created detailed vector illustrations for one of the world's largest banks, art directed a beer brand's visuals (inc custom illustrations & typography) and so much more!"

ONLINE



REFERENCES

Available upon request

WORK

JAN 2019
- PRESENT

Freelance Art Direction, Graphic Design & Illustration
Bridey Halliday Sagar

JUL 2016
- JAN 2019

Graphic Designer
idX Corporation, Chicago & London

During my time as the sole Graphic Designer with idX Corporation, I helped introduce and lead branding services, graphic design and décor services. I worked on entire brand ecosystem design & development for clients and an internal re-brand that included website, presentations, business cards, stationary, marketing materials, signage design, wallpaper, pitching, video/print, advertisements, research & infographics, copywriting, project management and much more!

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.

EDUCATION

SEP 2009
- JUN 2013

Third Level BA (Hons) in Visual Communications,
Limerick School of Art and Design, LIT.

Key Modules: Design Communications, Design Technology, Lens Based Media, Typography, Critical Contextual Studies.

Achievements: In 2013 I was chosen to represent LSAD in the ISTD (International Society of Typographic Designers) Awards. In 2011 I was chosen to represent LSAD in the Bodegas Terras Gauda Poster Competition. I acted as class rep for years 3 and 4.

SEP 2003
- JUN 2009

Second Level Mercy Heights, Secondary School,
Skibbereen, Co.Cork, Ireland.

SKILLS & SOFTWARE

• ADOBE CC: • INDESIGN • ILLUSTRATOR • PHOTOSHOP • AFTER EFFECTS • PREMIER PRO • DREAMWEAVER • MICROSOFT OFFICE • COREL PAINTER • SKETCHUP • CMS • WIX • SQUARESPACE • STORYTELLING • CONCEPT GENERATION • TYPOGRAPHY • PRINT • COPYWRITING • STRATEGIC MARKETING • PHOTOGRAPHY • PITCHING • PRESENTATION DESIGN • VIDEO • MOTION GRAPHICS • ANIMATION • TYPOGRAPHY • DIGITAL MARKETING • BRANDING