

# Joshua Woolford



## **Multidisciplinary Creative**

Working within the areas of Communication, Fashion, Art, Performance, Media and Culture

## Education:

*Design Academy Eindhoven - 2012 - 2016*  
Man & Communication / Media and Culture  
**Graduated Cum Laude (BA)**

*Ravensbourne - London - 2011 - 2012*  
3D Design Foundation  
**Distinction (Diploma)**

*Bletchley College - 2009 - 2011*  
Film Studies, English, Psychology  
**A, C, C (A Level)**

## About:

Having a long-held fascination for different forms of expression, I have always been motivated to experience the world through different perspectives.

My work mainly focuses on the representation of ideas through digital and print-media, photography, performance video and fashion. However I am also keen to work hands-on with physical materials and structures.

## Skills & Experience:

**Adobe:** Illustrator, Photoshop, Indesign, Muse, Premiere pro

**Microsoft:** Word, Excel, Powerpoint

**Print:** Digital/Offset, Riso, Screenprinting

**Fashion:** Illustration (Technical drawing / production sheets), Sewing

**Art:** Production (Technical drawing / production sheets for neon work and installations), Art handling, Art shipping

**Writing:** Interview, Creative writing and Press release

**Photography:** Digital and Analogue, Studio Lighting

**Social Media Management:** Instagram, Facebook

**Material Processes:** Experience with Wood, Metal and Ceramics

## Work & Experience Fashion / Art

*Steele The Show - November 2018 - August 2019*  
**/ Production Assistant**

- Review and upkeep of artworks displayed and stored in the studio.
- Packing, handling and shipping artworks globally.
- Production sheets and installation guides for commercial and private use.
- Illustrations and renders of art concepts.
- Source global suppliers and producers.

*Ottolinger - September 2018*  
**/ Technical Design Freelance**

- Working from physical designs and research images to create technical fashion drawings for a range of womenswear pieces.

*Voo Store - August 2017 - August 2018 - [Link](#)*  
**/ Sales Assistant**

- Taking care of the stockroom and shop-floor to ensure optimal storage and presentation of products, rotating bi-weekly to ensure a fresh experience to customers.
- Keeping up-to-date on trends and brand activity in the fashion sector.

*Hedon Apparel - June 2016 - [Link](#)*  
**/ Creative Director**

- Developed concept and format(s) for collection and marketing of Hedon.
- Designing and producing a fashion collection: pattern making, sewing and screen-printing.
- Casting and photography for all content and promotional material.

*Frisur Clothing - September 2015 - Present - [Link](#)*  
**/ Freelance Content, Marketing and Sales Manager**

- Management of social media channels.
- Assisting the head designer in concept development and development of menswear AW16 collection.
- Digital presentations to inform distribution agencies, photographers and stylists of collection.
- Writing press releases for collections.
- Designing posters and postcards for print as well as video, photography, text and graphic design to promote the temporary studio store.

## Work & Experience - Media and Communication:

*Lab Sevilla / Capacity London - current*  
**/ Graphic Design / Creative Entrepreneurship**

- Joining an international exchange Erasmus+ programme where I will complete Capacity London's Level 3 Award in Professional Practice for the Creative Industries which includes a 3 month work placement at Lab Sevilla in the Graphic Design department.
- Illustration, animation, photo-editing and visual identity design for a range of clients from the University of Sevilla to a local coffee shop.

## Work & Experience - Media and Communication:

*UY Studio - September 2018 - August 2019*

*/ Assistant Editor (UY FINF Magazine), Sales and Marketing*

- Assisting with producing content for print and online publishing - photoshoot casting, set design, hair and makeup, interviews.

- Assisting with sales, store upkeep and marketing of products

*BBZ - July 2018 - [Link](#) + June - August 2019*

*/ Graphic Design Freelance*

- Visual Identity, Zine and Exhibition Guide design for the BBZ BLK BK: Alternative Graduate Show for the first and second year (Second year not yet online)

*Jason Danino Holt - January 2018*

*/ Graphic Design Freelance*

- Book design featuring a retrospective of theatrical performances directed by Jason Danino Holt.

*Hedon Magazine - June 2016 - [Link](#)*

*/ Creative Director*

- Designed and produced all material using both analogue and digital photography, photoshop, illustrator, indesign and premiere pro across all social media, web and print

- Conducted, transcribed and edited all interviews.

## Extra Projects:

*PRE - August 2019*

*/ Curation and Event Planning*

- Curation of the space, communicating with artists, art handling and installation, promotions and documentation.

*KARMASHE Costume Design*

- Researching and designing custom looks for Karma She and her dancers performance at Melt Festival, Germany.

*VanAbbeMuseum, Eindhoven - June 2017 - [Link](#)*

*/ Performer - More Than Wasted*

- An endurance performance commission by the Van AbbeMuseum exploring the process of disconnecting from reality while clubbing for prolonged periods of time.

*Habit Theatre, Tel Aviv - June 2017 & Jan 2018*

*/ Performer - Name Drop*

- A devised quest towards how one's soundtrack is created.

*Design Academy Eindhoven - October 2016*

*/ Guest Speaker*

- Panel discussion at the Design Academy Eindhoven exploring queer perspectives on design. Moderated by Gabriel Maher.

## Features:

*Subvrt Magazine, Los Angeles - April 2019*

*/ Fashion collection - KARMASHE*

*A Part Magazine, Paris - December 2018*

*/ Stylist assistant with Halla Farhat*

*Dansk Magazine, Copenhagen - December 2018*

*/ Photographers assistant with Federico Reyes*

*Subbacultcha, Amsterdam - December 2018*

*/ Creative text*

*Archive Magazine, Singapore - July 2018*

*/ Creative text*

## MA and Scholarship:

*Following my acceptance onto the MA Visual Communication course at the Royal College of Art, London, I was nominated and selected to receive the Burberry design scholarship. Study commences end of September 2019*

## Contact:

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