

# Phoebe Jenkins, B.A., M.A / Designer

T: 07859 931 643

W: [www.phoebejenkins.co.uk](http://www.phoebejenkins.co.uk)

E: [mail@phoebejenkins.co.uk](mailto:mail@phoebejenkins.co.uk)

Nationality: British/Icelandic

“I am passionate about the ideas that connect with an audience in an automatic and sensitive way. Both innovative thinking and quality of design are key to clear communication and this requires experience across all fields of the production process, from research to concept development, design to implementation. I bring analytical thinking, sensitivity and innovation to all projects I work on.”

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## SUMMARY

Having trained as a Graphic Designer, I have over 10 years' international design experience and hold additional degrees in both English Literature and Digital Art. I have worked on a range of high profile cultural and media projects, both here in the UK and in Iceland, my second home.

## KEY PROJECT EXPERIENCE

### BBC, UK Radio Player: Designer. 2010

Designer for the BBC's UK Radio Player, an online pop-up console allowing users to access over 400 stations; the first of its kind in the UK.

[www.guardian.co.uk/media/2009/nov/19/bbc-internet-radio-player-commercial](http://www.guardian.co.uk/media/2009/nov/19/bbc-internet-radio-player-commercial)

### NHS, Newham It's Here For You: Designer/Animator. 2009

Educational film for NHS Newham Primary Healthcare Trust. To reach out to the West African target audience, understanding and sensitivity was imperative. Nominated for the Health Service Journal Award. [http://www.youtube.com/watch?v=V8nE\\_eb9K58](http://www.youtube.com/watch?v=V8nE_eb9K58)

### Trading Visions: Designer. 2008

On- and offline branding for education charity, promoting Fairtrade. [www.tradingvisions.org](http://www.tradingvisions.org)

### Royal Festival Hall, Deptford Market Design Challenge: Designer/Producer. 2007

Design and production for an exhibition of 27 pioneering, international designers at Southbank's Royal Festival Hall. [www.deptforddesignchallenge.com](http://www.deptforddesignchallenge.com)

### RSVP London: Brand Development & Design. 2006

Brand development, design, website design and event management for creative industries.

[www.rsvplondon.co.uk](http://www.rsvplondon.co.uk)

### National Museum of Iceland: Designer. 2003

Designer of all museum merchandise and interactive digital consultant.

## EDUCATION

The Icelandic Academy of the Arts: BA Hons, Graphic Design, 2002 – 2005

Middlesex University: MA, Digital Art, 1998 – 1999

University of Oxford: BA Hons, English Literature & English Language, 1994 – 1997

## WORK HISTORY

### Independent Art Director and Designer. 01/2007 - Present

For more than three years now I have generated my own work opportunities, mainly working within the cultural, public and charities sectors.

### BBC, Audio and Music Interactive, FM&T: Designer. 05/2009 - 05/2010

Interaction design and Visual Design for iPlayer, UK Radio Player and the BBC Radio 2 website.

### Raw Nerve - London Design Agency: Project Manager/Designer. 07/2005 - 01/2007

Worked on a range of print and online projects. Clients included NHS, Sony, Workspace Group, Creative Lewisham Agency and Lewisham Council.

### National Museum of Iceland: Graphic Designer. 05/2003 - 12/2004

Designer of all new museum merchandise; catalogue and exhibition design; consultant for multimedia displays.

### Caoz - Digital Agency: Flash Designer and Co-founder. 02/2001 - 01/2003

Developed, designed, programmed and project managed websites and multimedia.

### OZ, Reykjavik - Software Company: Flash animator/Producer. 11/1999 - 01/2001

Producer, creative and Flash animator for an educational website funded by the Icelandic government.

## INTERESTS

I love outdoor pursuits. I trained in the mountain rescue team where I took part in a series of weekend courses, such as First Aid, Mountaineering, Mountain Navigation, Rock, Snow & Ice Climbing, Avalanche Safety & Rescue. I have spent many weekends and bank holidays walking and camping in Iceland and UK alongside walking holidays in Nepal, Spain and Bolivia.