



**pickford\_design**

Hi, my name is Jonathan Pickford.  
I'm a Surrey based Graphic Designer.

**Education**\_Graphic Communication BA [hons], UCA Farnham.

**Experience**\_CiD\_Graphic Designer

**SmallFury**\_Freelance Designer

**Acorn**\_Junior Designer

**Hudson Fuggle**\_Studio Assistant

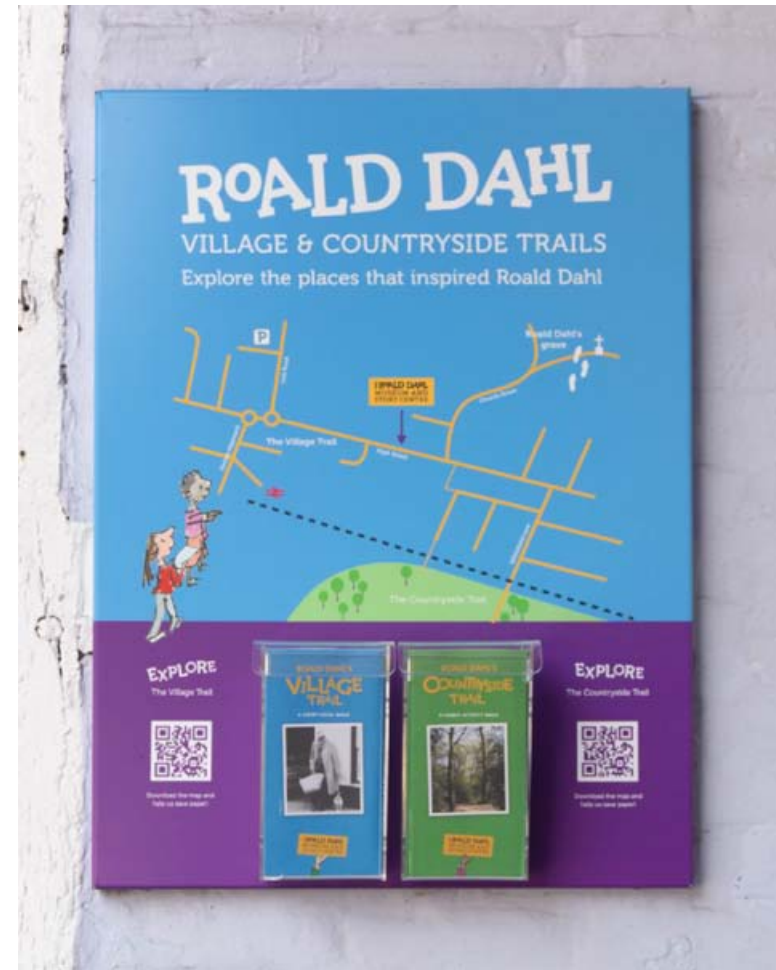
**Creative Review**\_Design Assistant

**Why Not Associates**\_Intern

**Flipside Digital**\_Intern

**Forager Prop and Set Design**\_Intern

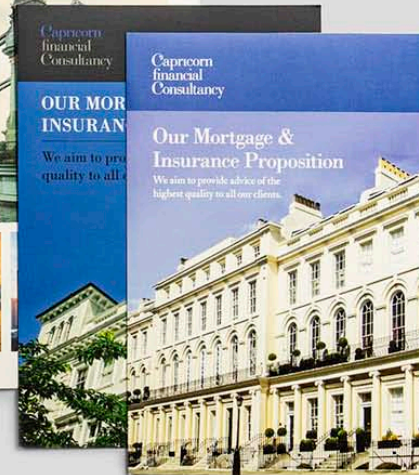
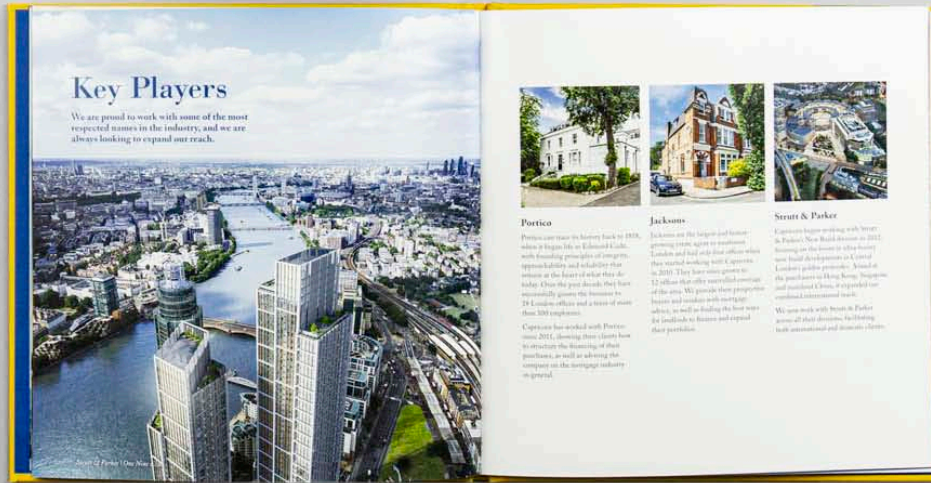
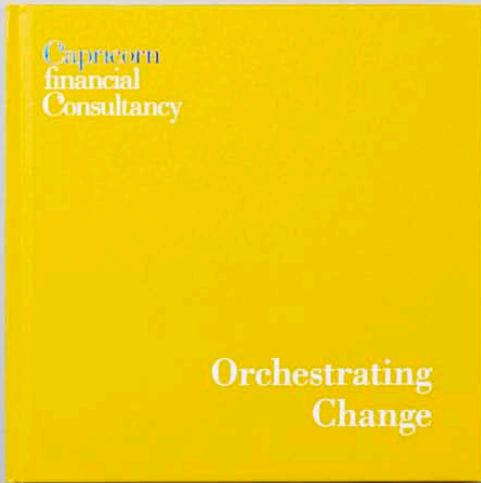
**Collider**\_Intern



### Roald Dahl Museum

The Roald Dahl Literary Estate had undergone a rebrand, coinciding with the centenary of the authors birth. We were tasked with integrating aspects of the Estate's identity with the Museum's (a separate charity), updating all signage and improving visitor experience. Taking typographic elements from the Estate, we combined them with a bold colour scheme that delineated sections of the museum.

Work completed at Consultants in Design.



## Capricorn Financial Consultancy

Brand refresh, and complete redesign of existing website focusing on user experience.


Work completed at Consultants in Design.



### Pearson Traineeship Brochures

Part of a series of brochures for Pearson, the whole campaign used the coloured strips (referencing the London Underground map) as a motif, showing the diversity of routes available to adult learners looking to move forwards in their careers.

Work completed at Acorn.



**I AM...  
THE WORLDSKILLS  
UK QUIZ**

Name:   
 Email:   
 DOB:

**ENTER  
YOUR  
DETAILS**

**SUBMIT**  
Privacy Policy

Choose a sector:

**I AM...  
BUILT ENVIRONMENT  
CULTURAL & CREATIVE  
ENGINEERING  
SOCIAL & PROFESSIONAL  
SERVICES  
IT & BUSINESS**

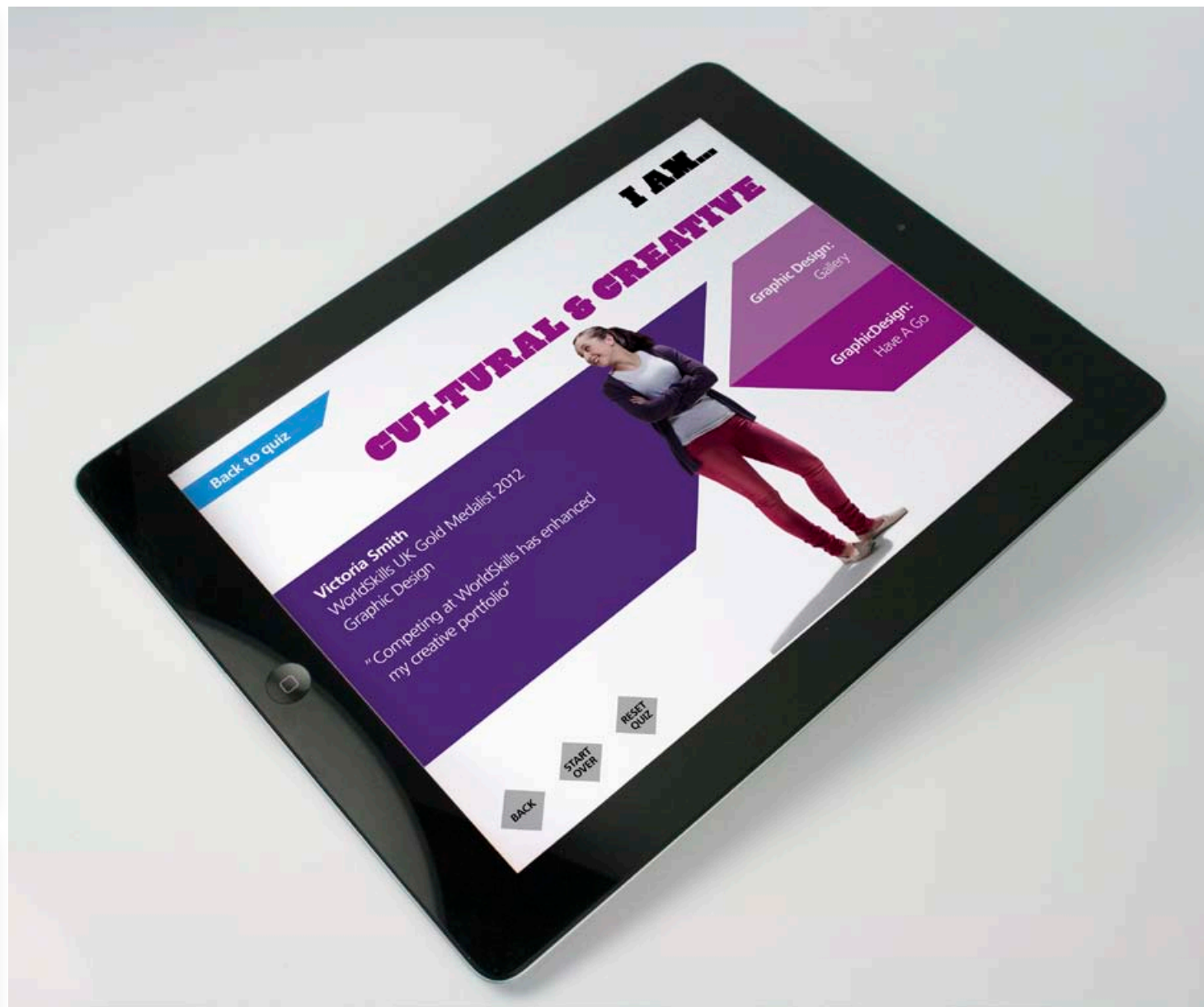
BACK START OVER RESET QUIZ

See case study

**I AM...  
CULTURAL & CREATIVE**

**START  
THE  
QUIZ**

BACK START OVER RESET QUIZ



**I AM... the WorldSkills UK Quiz**

This app was designed for WorldSkills UK as a way for visitors to the annual show at the NEC (The SkillsShow) to explore the various categories and events on show. A series of questions identifies an area of interest that the visitor is then guided towards.

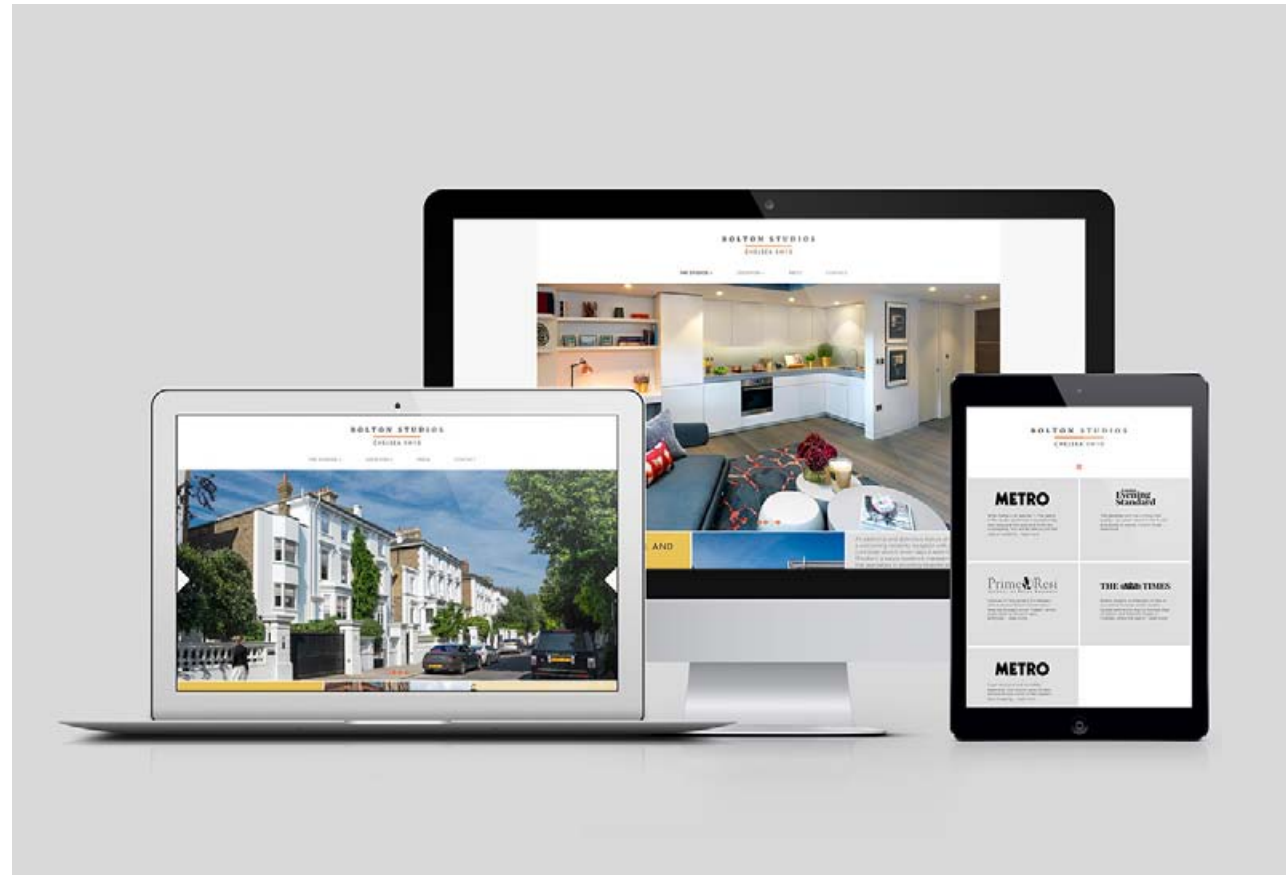
Work completed at Acorn.



### RCM (Royal College of Music)

Working principally with the Event Hire team at the RCM on a wide range of deliverables, such as microsites, brochures for private events, advertising for the More Music campaign and editorial spreads.

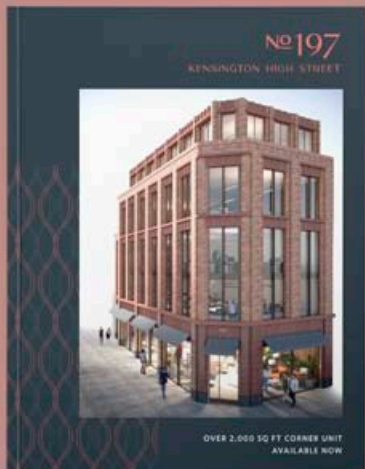
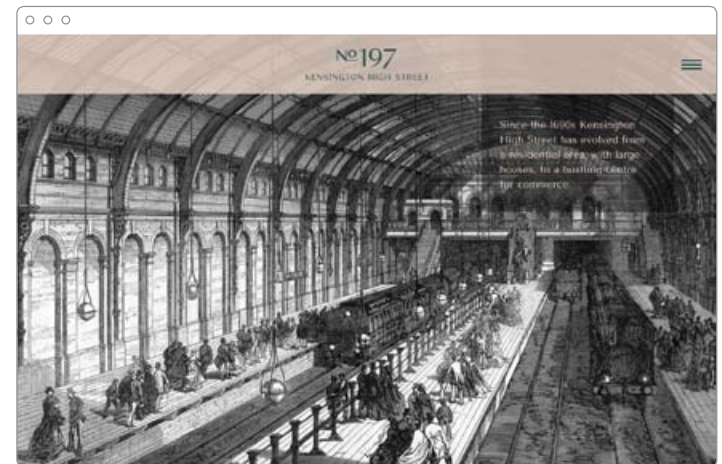
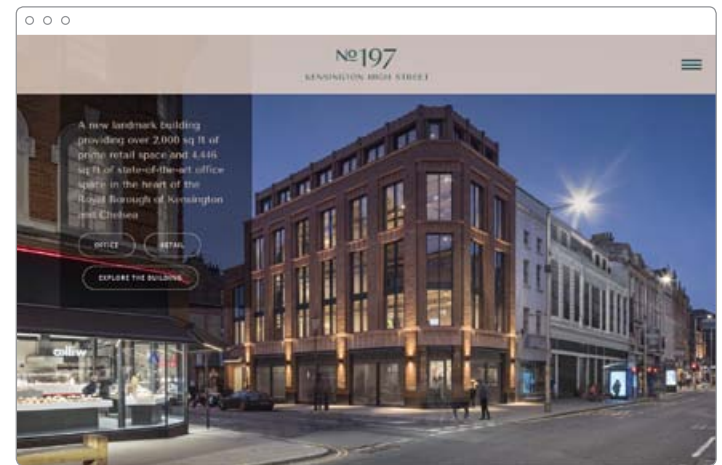
Work completed at Consultants in Design.



### Bolton Studios

Marketing materials across print and web for a set of apartments in the Boltons conservation area of Chelsea.

Work completed at Consultants in Design.

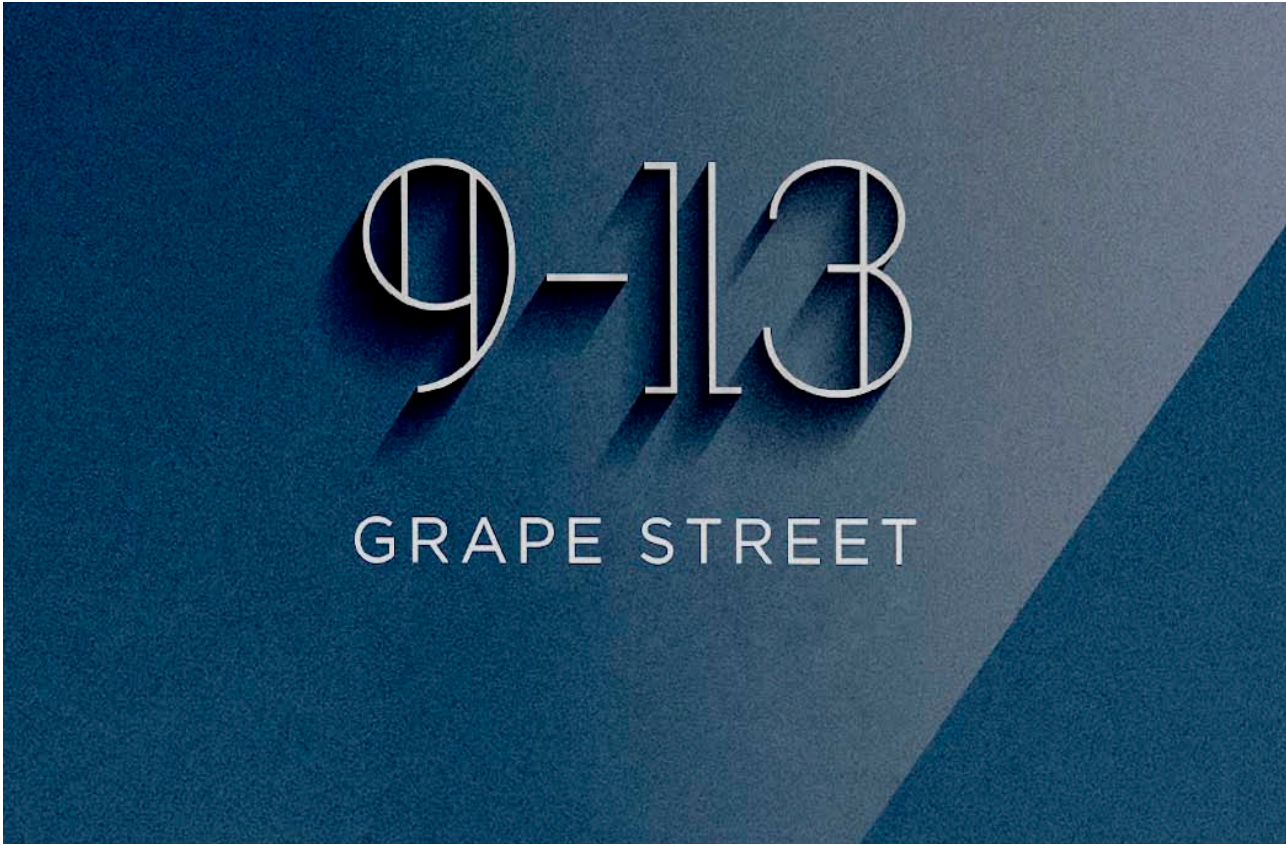


**Copthall Estates**

I was involved through all phases of production developing the identities, brochures, websites, signage and wayfinding for five landmark London sites being redeveloped and launched as high spec retail and office spaces.

Work completed at Consultants in Design.





**Property Idents**

Whilst at Consultants in Design I have completed numerous identity projects for property, working with clients such as Strutt & Parker, BNP Paribas and CBRE. These are primarily used in lettings, sales and pitch documents.

Work completed at Consultants in Design.



### **Controlling Tools (); // A Manifesto**

This project explored the idea that technological tools like design software can be authored with embedded meaning, potentially effecting the visual discourse produced with them.

Student work.



\_an example of a piece of text generated with the tool.

Fading Interests

"The archivist produces more archive, and that is why the archive is never closed opens out of the future"

[ Derrida 1996:17

[1979-83

Race Meetings: 3

Programmes: 5

Distance Travelled: 452 miles

found a new depth of interest it had even events he still is, the cycle race Grand Prix in the on the road. and in 1980 he only attends races. The barriers put in place with



### At Their Own Risk

This live project, in conjunction with the Design Museum, curated and displayed an archive of motor racing memorabilia that had been built up by a racing enthusiast attending races between 1968 and 1983.

Student work.

**\_contact**

Jonathan Pickford

**e\_pickford.design@gmail.com**

**t\_07972 298571**

**w\_pickforddesign.com**



**\_information design for 'at their own risk'.**