

STEPHANIE CHAPPELL

CREATIVE DIRECTOR

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CURRICULUM VITAE

Based in Buckinghamshire just outside London, I am an award-winning multi-skilled creative professional, with over 20 years' experience as a Creative/Design Director – with an exceptional attention to detail.

I started working within the BBC's Creative Department back in the late 1980's, and within this environment I learned the fundamentals of design and development for television production. The foundations built there led me on to a dynamic and exciting career in the broadcast industry, where I have since managed many high-profile channel branding and identity projects, campaigns, on-air promos and long and short-form programme content.

With wide-ranging experience across a broad spectrum of media, I offer a variety of production and post-production solutions, including live action filming, visual effects, set design, and animation and design for on-air, digital and print campaigns.

Due to my background and expertise throughout my roles, I frequently interact with senior-level management, primarily in a broadcast and digital media environment – an essential part of the process when directing and planning commercial, brand, sport and documentary briefs. This often meant working on multiple projects concurrently, all whilst focusing on highly developed original concepts using strong presentation skills.

Along with these tasks, I also have experience running and managing teams of up to 40 personnel, with a focus on nurturing the development of projects, to inspire talent, and to appraise staff performance.

Ultimately, my primary goal is to prioritise and deliver dynamic, inspiring and innovative cost effective solutions to clients – always on time and always on budget.

Outside of work, I am often in my studio pursuing many artistic activities, including oil and watercolour painting, portrait drawing and stills photography.

CAREER HISTORY

Website and Logo Design ONGOING
Working with personal clients, I create new logos and bespoke websites that can be updated by clients and are easy to navigate. [Most recent works are debbiedarby.co.uk, aaronscott.tv, markemberton.tv & alisonpittaway.co.uk](#)

Virtual and Augmented Reality – Creative Direction ONGOING
Working with a VR Healthcare company, I attend product pitches and create mood boards, storyboards and creative direction with the VR technical team to build bespoke health related programmes. [Projects include design and direction for LARCS, Asthma and Rheumatoid Arthritis](#)

Freelance Art Director, Budgens Retail and Marketing PREVIOUS
Working as an Art Director, I was briefed by Budgens to create the style for all their POS within stores. From mood boards, scamps and style presentation through to direction of photography and set styling. [Projects included: POS style & branding for Christmas 2016, Spring 2017, Easter and Mother's Day 2017, Christmas pitch 2017](#)

Freelance Promo Creative, Sky Creative, Sky Broadcasting PREVIOUS
Promo Creative working closely with the Creative Director and Marketing department - and a team of multi-disciplined operators to create regular promo spots for Sky News/International. From idea exploration, promo presentation, through creative development and production, to delivery of brand promos to work online, mobile, and tablet. [Projects included: 3 x News International brand promos for a global audience online.](#)

Freelance Creative Consultant , BBC Media Action PREVIOUS
Consultant for BBC Media Action, advising on all design output for Tunisia Television TTV election programming. Role required on-site in Tunisia to advise design team.

Freelance Commercial Advertising Executive, BrightHouse marketing PREVIOUS
Working on all print magazine projects, producing retail brand assets for print and shop displays and promo animations for retail finance communications.
[Projects included: Quarterly retail product advertising, management and production of new retail financing animations for online.](#)

Freelance Creative Director, jelly London PREVIOUS
Managed creative workflow on a range of projects for various clients from brief to completion. Ensured integrity of the creative by devising effective pitch followed by production/post production solutions, delivering to client expectations within budget and to deadline. Provided direction, guidance and support to other members of the production team. [Projects included: Commercials using live action and animation and digital corporate projects for Telefonica, Dietchef, LinkedIn and the OSCE.](#)

Freelance Commercial Advertising Executive, Comet Retail PREVIOUS
Managed all print advertising requirements weekly from retail concept to newspaper approval. Worked with creative teams to devise and maintain project timelines, schedules and layouts. Arranged and oversaw production and post-production on Christmas TV broadcast commercials, engaging production schedules, suppliers and facilities. Worked with out-house post-production, design, VFX teams and, where necessary, engaged external specialists to ensure highest quality execution and timely delivery. Negotiated with agents and legal teams to secure the services of voice artists when required.
[Projects included: Weekly Retail Press advertisements, weekly and Christmas retail commercials for broadcast, management of new Comet branding for print/online and TV.](#)

Freelance Art Director, Direct and Digital (DAD) agency PREVIOUS
Work included scamps/storyboards and direction of DR commercials for a range of clients from Sky TV to Vodafone.
[Projects included: Sky customers' latest offers, Hillarys Blinds and Vodafone](#)

Freelance Design Director, Sky Creative/Sky Sports News, Sky Broadcasting PREVIOUS
Creative direction of the team for all live output. Leading all strategy/daily/branding/special projects with a team of 10+ junior/senior design staff.
[Projects included: Football World Cup 2010, launch of touch screen on Sky Sports News](#)

Freelance Creative Director, various roles PREVIOUS
Direction and production of 2 TV retail commercials for Foxkalomaski agency: 'Centre MK' and 'PrincessHay' shopping centres. [Other Projects included: pitch project work for Radiant Studios on a multi-channel brand project. Pitch project for TCFB on Arabic channel brand and strategy, presentation in Bahrain. Design direction for Olgivy Primary Contact: 'Lycamobile' digital commercial.](#)

Freelance Design Director, Lambie-Nairn branding agency PREVIOUS
Design Director for Lambie-Nairn on Abu Dhabi TV branding; responsible for all screen presentation for 3 main channels, Sport and News. Role included working with production team at TV channel in Abu Dhabi to implement and launch the channel.

Freelance Design Director, Sky Creative/Sky News, Sky Broadcasting 2007
Leading within the News Projects team at Sky Creative, directing on design projects for promos, 'infomercials', programme titles and all content sequences, events and branded design. Role also included the recruitment of junior graduates into Sky, as well as staff appraisals from junior to senior design roles. [Projects included: Crime Week special, Budget and Local Election branding, Labour leadership, and various programme titles and content](#)

Creative Senior Designer/Director, BBC Current Affairs & Special Projects 1993 – 2006
Key client contact for the arrangement of design, creative and art direction. Agreeing design briefs and matching appropriate creative teams and resources to projects, both internal and external. Organisation of motion control and location shoots. Drawing up and maintaining project budgets, schedules and timelines. Managing ongoing service commitments to clients alongside the majority ad-hoc workload. Overall management and creative supervision of projects from concept to completion, ensuring delivery to deadline and within budget. Other responsibilities included recruitment, appraisal and direction of projects and junior/mid-weight designers from initial brief to completion. [Projects included: the design, shooting and post-production of title sequences, stings, channel branding, content graphics and 3D animation for current affairs and special projects, political and factual programmes such as: BBC Elections, launch of BBC News 24, relaunch/branding of BBC Parliament channel](#)

Graphic Designer, BBC Current Affairs & Special Projects 1986-1993

AWARDS

Royal Television Society	Judges Award - BBC 'Vote 2001'
Promax and BDA – World	Gold - BBC 'Have Your Say'
Promax and BDA /North America	Gold - BBC News 'Focus' Bronze - BBC News 24 content brands Bronze - BBC 'Newsline Scotland' titles Bronze - BBC 'Newsline Scotland' stings Bronze - BBC 'Vote 2001' logo

ADDITIONAL SKILLS & SOFTWARE

- Design systems – Adobe suite - Photoshop, Illustrator, Lightroom
- Film and photographic work (Canon 6D)
- Illustration, calligraphy, storyboarding, drawing and painting in watercolour, oil, acrylic and pastel
- Experience with many editing and post-production systems and workflows.