

# fiona lyall

## curriculum vitae

fiona lyall  
brand designer  
hong kong  
  
+852 6871 0602  
filyall@gmail.com  
www.fionalyall.me

### FIFA / Brand and Design Manager

01/13 – 09/16

FIFA is the governing body of association football, futsal and beach football.

- Strategic creative development and management of a wide range of high-end, event-related brand assets including the brand identity for the 2018 FIFA World Cup Russia
- Management of FIFA's brand assets and their application across multiple media, including digital, print material, merchandise, and stadium dressing
- Development of a social media creative strategy, ensuring the consistent use of FIFA's brands
- Driving the correct application of brands through brand workshops for internal/external stakeholders, development of identity guidelines and the creation of an internal brand portal
- Reviews and approvals of brand applications by internal/external stakeholders
- Project management and creative consultancy in the development of brands/campaigns, including briefing and management of external agencies
- On-site design and marketing implementation at events including the 2014 FIFA World Cup Brazil, FIFA Women's World Cup Canada 2015 and FIFA Ballon d'Or

### AGT International / Senior Designer

01/12 – 12/12

AGT International develops and implements intelligent, technology-based products and solutions

- Brand identity design, implementation and management
- Design of corporate and marketing materials for print and web
- Conception and design of internal and external campaigns
- Brochure design and production in multiple languages
- Product design including T-shirts, bags and other promotional gadgets

### EF Education First / Designer

02/07 – 12/11

EF is the world leader in international language education, dedicated to helping people to explore new cultures

- Brand identity design, implementation and management
- Design of corporate materials
- Photo shoot planning and directing
- Design of marketing materials for print, web and social media in over 20 languages
- Management and training of temporary staff

### Education and Qualifications

- 2012 – BA Design, Interactive Design Institute
- 2002 – BA Multimedia Studies, University of South Africa
- 2002 – Adobe CS certificate, Steinhobel Institute of Design
- 2001 – Java Programming certificate, Van Zyl and Pritchard
- 2000 – Matric diploma/A levels (4 A, 1 B) Glenvista High School

### Skills

Creative programs include:  
Adobe Creative Suite: InDesign, Illustrator and Photoshop  
MS Office: PowerPoint, Word, and Excel  
Dreamweaver and Flash  
Working knowledge of HTML, CSS  
Experience using PC and Mac  
Experience with press passes and printing approval processes  
Photo shoot management

### References

For references please contact me directly.

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### University of Westminster / Graphic Designer

09/06 – 01/07

The University of Westminster is a diverse centre for study located in central London.

- Brand identity design, implementation and management
- Design of corporate materials
- Assisted with photo shoot planning and direction
- Design of marketing materials for print and web
- Prospectus design and production

### Society of Genealogist / Graphic Designer

06/05 – 07/06

The Society of Genealogists is a non-profit library and education centre for family history in the UK

- Brand identity redesign, implementation and management
- Design of corporate materials
- Design of marketing materials for print
- Magazine and book design and production
- Event material design including bags and other promotional gadgets

### The National Archives / DTP Operator

02/04 – 05/05

The National Archives is the UK government's official archive, containing over 1,000 years of history.

- Brand implementation and management
- Design of corporate materials
- Design of marketing materials for print
- Management and training of temporary staff

### Other freelance positions

#### Smart-Ads / Web Designer

2010

- Identity redesign
- Website design and development

#### GDM Records / Web Designer

2003

- Brand identity design
- Website design and development