

Multi-disciplined Senior Graphic Designer with eight years experience, looking for a new role that encourages creative development. Hard-working, and versatile creative thinker, able to contribute thoughtful designs, by keeping up-to-date with design trends to see how they can benefit clients. Loyal and supportive team player, with experience in collaborative agency and in-house design work for creative and marketing teams, helping to support brand development and consistency. Proven results in enhancing customer experience through impactful and user-first design. Great project management skills, having worked on projects from brief to final output under tight deadlines.

DESIGN EXPERIENCE

GRAPHIC DESIGNER HIDDEN HEARING

2019 – current

- Helped to increase brand awareness by 14% by revamping brand identity through the logo, typography, colour palette, and website and social media graphics
- Collaborated with the product, sales and marketing teams to redesign all customer-facing collateral, which improved brand standards and consistency
- Developed concepts and designs for 7+ marketing campaigns which helped boost sales and increase website traffic
- Designed and produced a new email marketing template to help convert leads and retain database
- Effectively managed all design assets by introducing an online asset library, allowing teams to order branded stationery, sales and marketing materials, increasing productivity and reducing print spend
- Created design elements for sales events and exhibitions, including two company wide conferences with independent themes and concepts

MID-WEIGHT GRAPHIC DESIGNER CHRISTIE'S

2018 – 2019

- Designed 3+ premium, 40+ page printed brochures with luxurious presentation boxes a week
- Created creative concepts for each brochure reflecting the auction item(s)
- Designed and built digital PDF presentations with interactive links, graphics and embedded videos
- Adhered to well-established Christie's brand guidelines
- Led the print production process by managing relationships with printers, sourcing and selecting paper stock and working within project budgets
- Mocked-up art installations using Photoshop so that potential customers could see their work in situ

MID-WEIGHT GRAPHIC DESIGNER SIMPSON TRAVEL

2016 – 2018

- Redesigned the company's annual magazine *On Travel* using a minimalist editorial layout which led to 120 holiday bookings after mailing out to subscribers
- Selected and edited photos of the company's holiday villas and locations that appeared on the website, social media and within marketing brochures and adverts
- Helped to improve the user experience of the company's website through wireframing new layouts of pages that had a lower response and sales conversion rate
- Designed and produced three creatives for a new advertising campaign within Waitrose magazine, which helped increase sales via the emphasis of a special booking promotion
- Collaborated with the marketing and PR teams to design social media graphics, web banners, direct mail and events collateral to improve brand awareness and increase sales
- Was promoted from Junior Graphic Designer to Mid-Weight Graphic Designer after 17 months

JUNIOR GRAPHIC DESIGNER WIRED CANVAS

2014 – 2016

- Assisted in the development of logos, typography, colour palettes and graphics for clients, and put together brand guideline documents
- Designed print materials for a variety of clients on a daily basis such as posters, flyers and brochures
- Wireframed performance-based landing page designs and then built the pages using WordPress or Drupal
- Created digital assets such as social media graphics, static and interactive website banners and email campaigns using Sketch App
- Designed a 24-page printed artist catalogue for B-Side festival, that helped improve the walking experience of visitors and increase awareness of the artists attending
- Monitored brand assets, kept artwork up-to-date and consistent across multiple channels

SOFTWARE SKILLS

- Adobe Creative Suite, specialising in: InDesign, Illustrator, Photoshop, Xd, Premiere Pro, Acrobat, Lightroom and Bridge
- Sketch Prototype App
- InVision App
- Social Media (Facebook, Instagram, LinkedIn)
- Microsoft Office: Word, Excel and PowerPoint
- WordPress
- Drupal

TECHNICAL SKILLS

- Ideation
- Typography
- Colour theory
- Editorial layout and design
- Logo design
- Brand design and development
- UX/UI design
- Direct marketing design
- Digital marketing design, inc. email and social media
- Photo editing
- HTML / CSS
- Presentation skills
- Client management

EDUCATION

Certificate IV in Graphic Design

Shillington College London

2012 – 2013

BA (Hons.) English Literature & Journalism (NCTJ accredited)

University of Portsmouth

2007 – 2010

OTHER EXPERIENCE

ADVERTISING BUSINESS MANAGER WALLPAPER*

MAGAZINE

2013 – 2014

ADVERTISING BUSINESS MANAGER PROGRESSIVE

DIGITAL MEDIA

2011 – 2013