

CHLOE MARTIN

Graphic & Web Designer

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62 Butlers meadow,
Warton, Preston,
Lancashire
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07738435849
CloeLeanneDesigns@gmail.com

SKILLS

Quirky. Creative. Experienced.

SUMMARY

A professional and quirky junior graphic designer / web developer and social media phanatic. I come with three years freelance graphic/web design experience, closely working with businesses from brief through to brand creation, web design, social media branding/management, digital, print and beyond.

Now looking to join a company and further my experience and knowledge.

PORTFOLIO

<https://cloeleannedesigns.wixsite.com/portfolio>

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- Adobe Creative Suite
 - Corel Draw
 - Sketch
 - Brand design
 - Microsoft Excel (basic) / Word (expert) / Powerpoint (expert)
 - E-commerce
 - Basic HTML5 and CSS3
 - Online marketing
 - Wordpress / Wix website design expert
 - Digital and Print Design (All aspects)
 - Multitasker
 - Time management
 - Team management
 - Social media management (scheduling, content creation... etc)
 - Google AdWords
 - Gmail. Outlook. MailChimp.
 - Search Engine Optimization
 - Analytics
 - Presentation design
 - Organisational skills
 - Listening skills
 - Great written/ verbal communication
 - Email campaigns

EXPERIENCE

Freelance Graphic Designer

February 2016 - Present, Preston

- Working with clients from brief to final product.
- Digital and print design.
- Creating beautiful brand identities.
- Keeping inline with brief and brand guidelines.
- Brainstorming and providing ideas and suggestions.
- Understanding different print finishes and how to prepare them for print.
- Creating mock-up's.
- Website designing using wordpress and wix platforms including e-commerce websites.
- Understanding how to make changes to websites for clients depending on their requirements.
- Creating case studies for projects.
- Social media advertising and campaigns
- Basic HTML and CSS knowledge

Assistant Kitchen Designer / Wren Kitchens

October 2015 - January 2016 (TEMP)

- Assisting the senior designer with carrying out home measurements
- Assisting with design ideas.
- Learning 3D kitchen design mock-up's
- Speaking to customers about their requirements and suggesting different finishes which may suit their requirements.
- Welcoming customers into the showroom and showing them the different range of beautiful kitchens we had on show.

Education

Stonebridge College / Level 3 Certification Web Design and Development

Currently studying

Stonebridge College / Level 3 Diploma (Graphic Designing)

2014

- Understanding colour psychology and typography
- Following brand guidelines
- Digital and print
- Using styles, shapes, fonts, colours, lines, tones, textures to create eye-catching designs.
- Understanding the most important design principles.
- Understanding paraline, orthogonal, isometric, oblique, planometric, and perspective drawing systems.
- Elements of the production system such as printing, photography, photocopying and 3D processes.

Stonebridge College / Level 3 Diploma (Interior Designing)

2014

- Design styles such as modern, contemporary, etc...
- Learning how to use colours, fabrics and furniture effectively
- Creating space
- Ensure the room is practical for its desired use.
- Knowing where to use windows and how to maximise natural lighting.
- Creating digital 3D mock ups of rooms and also creating real life 3D models of rooms.

Carr Hill High School / Lancashire

2011

Maths - Grade C

English - Language/Literature - Grade B

Design Technology - Distinction

Art and Design - Distinction

I.T - Distinction