



## CAPABILITIES

**“I am a hard working & enthusiastic creative. I refuse to settle for second best. I’m extremely motivated to get to where I want to be. With a lively & energetic personality and eager to learn new skills. I will always be happy to bring new ideas to the table.”**

I have experience working in teams, as well as independently. I work from initial concepts right through to final artwork with expert knowledge on pre-press and liaising with print houses.

I flourish in a busy environment working on multiple projects at a time, making sure I stay on top of the latest design trends to make sure my communication is always relevant. I deliver projects to an excellent standard, keeping up within a busy, fast-paced environment and working successfully towards deadlines. I have a keen eye for detail and proofreading is second nature to me.

I have worked in a number of creative fields during my time as a designer. Starting my career and developing my passion for digital and print marketing design at high-end publishing house, Macmillan Publishers followed by The Economist several years later. I have gained experience marketing offices and residential buildings at Core Marketing and Events when I decided to move back towards my hometown from London. Creating and redesigning new marketing collateral for DPD in my later years going self employed as well as challenging myself creating window displays and store displays for the likes of JD Sport, Adidas, Puma and Primark. I am very versatile with my work thanks to all of these opportunities.

All my roles have enabled me to develop my customer service, time management, leadership skills and feeding my passion for success. My time management and organization skills have been invaluable - enabling me in my prior roles to assist in structuring workloads, which have been a crucial part of day-to-day processes. I have proven I can manage my own workload as well as having the communication and skills as a capable leader to teach others and guide those more junior to develop their skills further. I welcome guidance from more senior designers to grow personally. I don't feel anyone can ever know too much about design.

I keep on top of all updates to Adobe Creative Suite. My everyday programs consist of Photoshop, Illustrator and InDesign in which I am highly proficient. I constantly get great feedback from clients on my efficiency and quality and I cope well under pressure. Problem solving has built up trusted relationships with my clients - they see me as being flexible and accommodating to their needs and trust my expertise. Finding the right solutions by digging deep, being unique and listening to what my client wants are the key initial steps I take. I view this communication as being incredibly important to ensure the creative is relevant to the needs of my client. I am not scared to respectfully challenge the right design concept and endeavour to excite my clients with new creative solutions.

In my spare time I have learned to code HTML and CSS. I have also taught myself how to use various other programs such as Sketch and Adobe XD to keep developing new skills beneficial to my clients. I am about to undertake a web development course.

I enjoy drawing - hand drawn and vector. A number of my illustrations have been used for big promotional materials and high end catalogues and magazines over the years and more recently I have created a separate brand in which I design personalised items for purchase. This challenge has taken my design style to a new plane in which I am very excited about.

# EXPERIENCE

2006

## Foundation Degree Art & Design

Worcester College of Technology  
2005-2006

2009

## BA (Hons) Graphic Design

Southampton Solent University  
2006-2009

2009

## Commercial Fuel Solutions

- 6 months freelancing.
- Editing images and adding new items onto the company websites.
- Used Photoshop to cut and style images and create collages of items to go online.
- Designed the corporate stationary.
- Started the creation of the web pages for a new site that was going to be released.
- Gained experience reading and writing HTML and using Dreamweaver.

2011

## Freelance Designer

- Logo for 'Green Zebra' and designing the front page of their website.
- The creation of a logo for a company called 'AAP Counselling'.
- Creation of my own website and self promotional materials.
- Taught myself to use Flash and can create basic animation.
- Learning how to code HTML and CSS because of general interest in web development.
- Learning and building up my general knowledge in Creative Suite

2012

## Macmillan Publishers

- Confidently guided the Palgrave brand working within the brand guidelines.
- Design for external companies such as BFI, RSC & BDA.
- Developing an expert knowledge of Creative Cloud
- Design of all marketing materials. Creative to artwork.
- Managing own workload.
- Communication with printers and external suppliers.
- Created unique illustrations and infographics.

2014

## The Economist

- Learning and adhering to new brand guidelines.
- Creating web banners for upcoming events. From creative to artwork.
- Illustrations for adverts.
- Helping to streamline the workflow within the department.
- Helping those more junior to develop new skills and teaching them how to utilise Adobe programs more efficiently.

2015

## Core Marketing and Events Ltd

- Variety of branding and marketing jobs for residential and commercial properties.
- Design campaigns and events for big chains such as Signet Jewellers
- Designed the new website for small companies like Chambers Waste Management.
- My primary designs consisted of the branding and marketing for 134 Edmund Street; Birmingham, Oakley Grove; Leamington, Edmund House and 10 Temple Street; Birmingham.
- Some of these I worked from start to finish whilst others I ran through the existing brand to create new marketing materials.
- I designed and built numerous HTML emails.
- Assisted with the build of websites to further my knowledge in web development.
- Assisted in the marketing campaign for Marketing Birmingham which was won with one of my voucher designs.

2016

## Greenway Design - Self employed

- Working with a variety of new brands and branding guidelines for an ever increasing set of projects and clients.
- Working with high end clients such as DPD, Homeserve, Adidas, Puma, Primark, JD Sport and Disney.
- Initial contract for DPD started at 3 months which was increased for a further year.
- New start-ups; branding and marketing.
- Artworking where required.
- On-site as well as working from home office.
- Successfully working as a self employed creative for 4 years full time.
- Liaising with printers, external suppliers & new clients.
- Training and teaching others during quiet periods.
- Creating a secondary brand 'Arla and Brey' specialising in personalised designs for purchased in my online shop using a variety of my illustrations.
- Developing close relationships with clients and company directors through hard work and communication.
- Building my skill set by taking online courses and researching new trends and styles.

# HOBBIES & INTERESTS

**I have been described as having the same interests and dress sense as an 80 year old pensioner.**

I really enjoy the likes of baking. I make a super cheesecake which has become the stuff of legends at family events with regular requests.

I love drawing, reading, sewing and knitting. Spending many of my evenings engrossed in one of these activities whilst watching something comical on Netflix or Prime. In the day i find myself a wonderful playlist to enjoy whilst working.

I am an absolute foodie. I love going to the dining clubs and visiting new restaurants with my husband. We cannot resist a bit of delicious street food!

Family is very important to me. I moved from London in 2014 to be closer to my parents and extended family in the Midlands. I spend a lot of time with my in-laws being just up the road and me and my husband regularly go on outings and walks with various family members and their kids.

I do enjoy running and more adventure sports such as climbing, abseiling and watersport. However, in my later years I have developed a reputation for being a bit clumsy. My one and only time on a hoverboard resulted in a hospital trip with my arm at a new angle and friends kitchen oven relocation.

I have two cats who i adore. They are 8 years old now and i enjoy them sitting impatiently with me while i work. Although i am sure they are aspiring to be designers when they climb on my computer, i do make sure i correct their mistakes.

# SKILLS

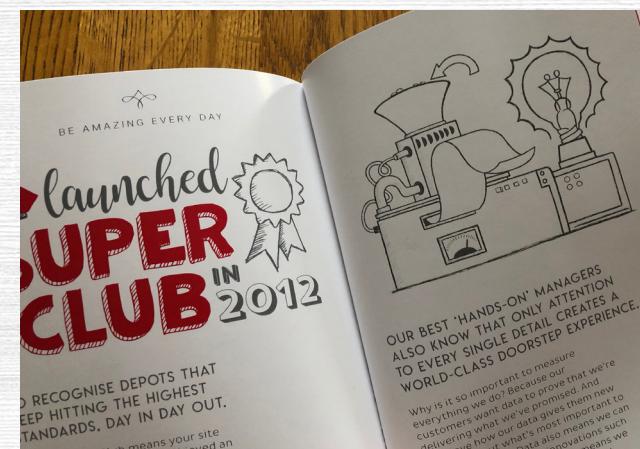
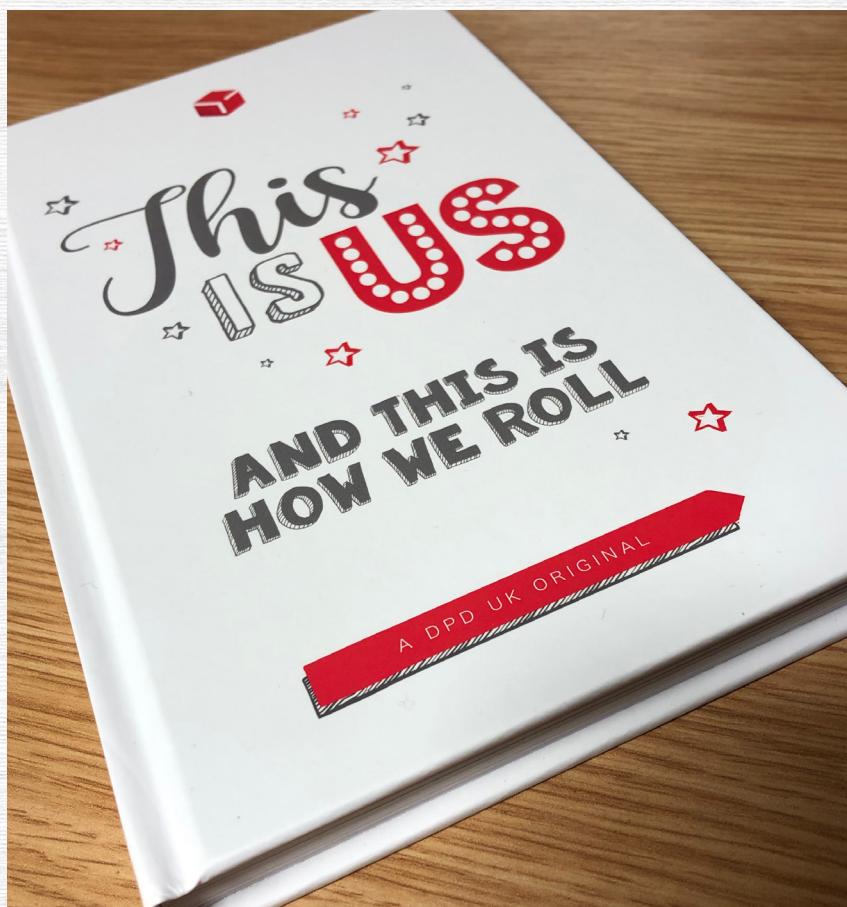
Indesign	Creative
Illustrator	Digital Marketing
Photoshop	Animation
HTML & CSS	Keynote
Artworking	XD and Sketch

# CONTACT

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**Lisle I**  
4 bedroom home  
Plot 22, 24, 7 & 76

Living Room	10'0" x 12'0"
Dining Room	10'0" x 10'0"
Kitchen	10'0" x 10'0"
Bedroom 1	12'0" x 11'0"
Bedroom 2	11'0" x 10'0"
Bedroom 3	10'0" x 10'0"
Bedroom 4	10'0" x 10'0"

**Why choose the Lisle?**

- Three double bedrooms and one single bedroom.
- Large living room with fireplace built-in and double doors onto the rear terrace.
- Open-plan kitchen/diner/living room.
- Family size, with separate passage to the utility room, ideal for laundry or access to the garden.
- Roof terrace to benefit from sun.
- Internal handle doors between dining room and kitchen.
- Private garage.

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