

CURRICULUM VITAE & PORTFOLIO

Capabilities

“I am a hard working & enthusiastic creative designer with expertise in branding, websites, marketing and events. I’m extremely motivated and driven to provide clients with my absolute best for their business, be that digital or print. With a lively & energetic personality, attention to detail and eager to learn new skills, I bring not only talent but also a smile to the workplace. I will always be happy to bring new ideas to the table, work at a fast pace and contribute to the growth of a team.”

Over my extensive career in graphic design I have had the pleasure to work for a variety of in house companies, large and small agencies as well as many businesses. Over these 16 years, I have not only been an employee to some of these, but have also successfully started up my own freelance career which has been running for the last 8 years.

As an employee, I worked in a number of creative fields. My passion for digital and print design and began at high-end publishing house, *Macmillan Publishers*, which is where I also began my skills in website and email builds, reading and writing HTML and CSS. This continued at *The Economist* several years later. Following on from this I gained experience creating brand and marketing design for office and residential buildings at a busy agency; *Core Marketing & Events* when I decided to move back towards my hometown from London.

I moved into my freelance career creating design collateral for large and small companies. At *DPD* I worked on redesigning their sales brochures, marketing literature, developing their general look and feel as a company, liaising with the CEO on his events, and creating a catalogue of illustrations for the company. In other roles I have creating window & store displays for *JD Sport*, *Adidas*, *Puma* and *Primark*. I have created a full suite of new internal boat layouts for *Waterspace Living* marketing and website use. During my contract to rebrand *S4labour*, I delivered a new look and feel whilst retaining the existing logo, created for them a wealth of illustrations, templates, event banners, digital and print marketing collateral and email campaigns. The redesigning and build of their brand new website was a particular achievement as was the assistance in the UX and UI of their system and their upcoming apps. Being an integral part of their marketing team in supporting their needs has been highly rewarding in not only knowledge and skills gained but in also the many friendships I made along the way. I am very versatile with my work thanks to all of these opportunities I have had.

I flourish in a busy environment or in my studio 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 am proficient in working from initial concepts right through to final artwork with expert knowledge on pre-press and liaising with print houses.

All my roles have enabled me to develop my customer service, time management, leadership skills and teamwork; all of these feeding into my passion for success. My time management and organization skills have been invaluable - enabling me in 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 & skills as a capable leader to teach others and guide those more junior to develop their skills further. I not only act as a mentor for other designers in the field but I welcome guidance from more senior designers to grow myself. I don't feel anyone can ever know too much about design so I keep developing new skills to benefit my clients as well as my own personal interests in website & app builds.

I keep on top of *Adobe Creative Suite*. My everyday programs consist of *Photoshop*, *Illustrator* and *InDesign*; in which I am highly proficient to use for both print and digital outputs. Using *WordPress* along with plugins such as *Elementor Divi & Smart Slider 3* as well as *Shopify* are all platforms I confidently build websites on as well as being able to read and write HTML, CSS & some elements of JavaScript to create non platform based websites and emails. *Sketch & Adobe XD* are the programs I use for app and website design for UX and UI purposes. I am also confident in building HTML emails from scratch or using *Mailchimp* as a platform. I am also keen to further new skills in motion graphics and animation as I progress as well as honing existing ones.

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.

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

ESB Level 3 - English Speaking Board

Worcester College of Technology
2005-2006

2009

BA (Hons) Graphic Design

Southampton Solent University
2006-2009

2009

Commercial Fuel Solutions

- Editing & adding new products to website.
- Cut and style images and create collages of products.
- 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.

2011

Freelance Designer

- Logo for 'Green Zebra' and designing the front page of their website.
- The creation of a logo for 'AAP Counselling'.
- Design and build of my own website and self promotional materials.
- Taught myself to create basic animation.
- Online courses on how to code HTML and CSS.
- Building up my skills in Adobe Creative Suite

2012

Macmillan Publishers

- Guided the Palgrave brand working within brand guidelines.
- Design for external companies such as BFI, RSC & BDA.
- Developing an expert knowledge of Adobe Creative Cloud, Mailchimp, Sublime text 2
- Design of all marketing materials. Creative to artwork.
- Created unique illustrations and infographics.
- Building emails in HTML and CSS
- Learning to code for websites.

2014

The Economist

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

2015

Core Marketing and Events Ltd

- Branding and print and digital marketing for residential and commercial properties.
- Design campaigns and events for big chains such as Signet Jewellers as well as property event evenings.
- 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.
- The design and build of 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.

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	TFP Fertility	Publishing
▶ Homeserve	▶ Waterspace Living	▶ Welding Suppliers Direct
▶ Adidas	▶ University of Birmingham	▶ Euler Hermes
▶ Puma	▶ 4reel productions	▶ Avis
▶ Primark	▶ ASH Display Solutions	▶ CDK
▶ JD Sport	▶ Wellbeck	▶ Krome
▶ Disney		▶ Innology
▶ PHS		▶ AVIS
▶ S4labour		
- And small companies and start ups such as:

▶ Heal	▶ Tangerine Zoo	▶ DB Roofing
▶ Giraffe Joinery	▶ Cap it All	▶ Edenhurst Homecare
▶ The Travelling Coffee Bar	▶ Organised Kaos	▶ Rubery Book Awards
▶ The Tanning Lounge	▶ Five Star Caterers	
- Initial DPD contract started at 3 months which was increased for a further year.
- Initial contract for S4labour was 6 months and I remained as a contractor for two years.
- New start-ups; branding, print and digital marketing design.
- Creating banners and stands for events.
- Creating bespoke illustrations and iconography.
- Website and app designs with skills in UX and UI.
- Artworking where required.
- Successfully working as a self employed creative for 7 years.
- Liaising with printers, external suppliers & new clients.
- Training, teaching and mentoring junior designers.
- Creating a secondary brand 'Arla & Brey' specialising in personalised designs for purchased in my online shop using a variety of my hand drawn 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.

2016 - Present

Hobbies & Interests

I have been described as having the same interests and dress sense as an 80 year old pensioner. I greatly entertain with my various impressions of inanimate objects.

I really enjoy the likes of baking; there is nothing quite like a fresh loaf of bread straight out of the oven. I make a super cheesecake which has become the stuff of legends at family events with regular requests. Other interests include drawing, reading, sewing, and trying new foods. I enjoy spending many of my evenings engrossed in one of these activities whilst watching something comical on Netflix or Amazon Prime or Disney Plus. In the day I find myself a wonderful playlist to enjoy whilst working.

I am an absolute foodie. I love going to the Digbeth dining club events 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. We love spending quality time together.

I do enjoy running and more adventure sports such as climbing, abseiling and water sport. However, in my later years I have developed a reputation for being accident prone. My one and only time on a child's hoverboard resulted in a hospital trip with my arm at a new angle and the relocation of the oven in my friends kitchen. Needless to say I am now banned from doing anything remotely dangerous. Although I do have my suspicions that my own feet might be plotting my demise.

I have two cats who I adore. They are 14 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. Fear not, I do make sure I correct their mistakes.

Programs & Platforms

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe XD
- Dimensions
- Sketch
- Figma
- Sublime Text
- WordPress
- Mobirise
- Shopify
- Divi Elementor
- Smart Slider 3
- Keynote
- Powerpoint
- Google Slides
- Adobe After Effects
- MailChimp
- HTML
- CSS
- Bootstrap
- Javascript
- Adobe Acrobat
- Canva
- Cricut Design Space
- Procreate

Skills

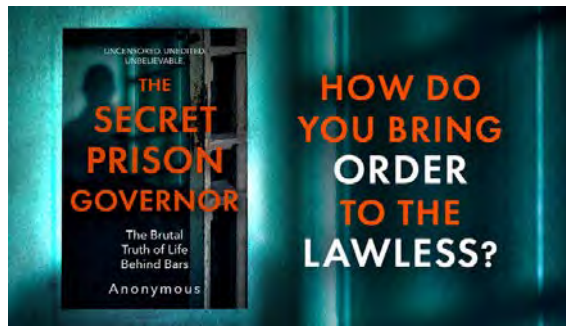
- Logo Design
- Brand & Identity
- Creative Design
- Campaigns
- Brand Guidelines
- Illustration
- Iconography
- Infographics
- Typography
- Layout
- Artworking
- Graphic Design
- Digital Marketing
- Social Media Design
- Website Design
- Website Build
- UX Design
- UI Design
- App Design
- GIF animation
- Email design & build
- Event design
- Drawing
- Teaching

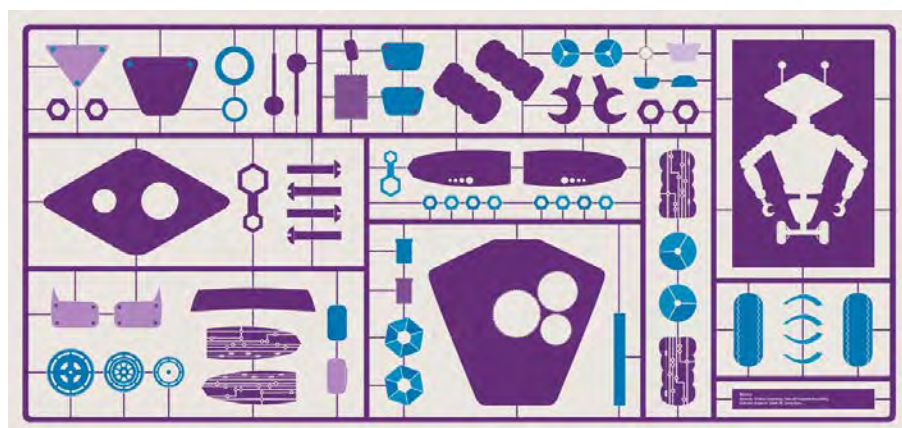
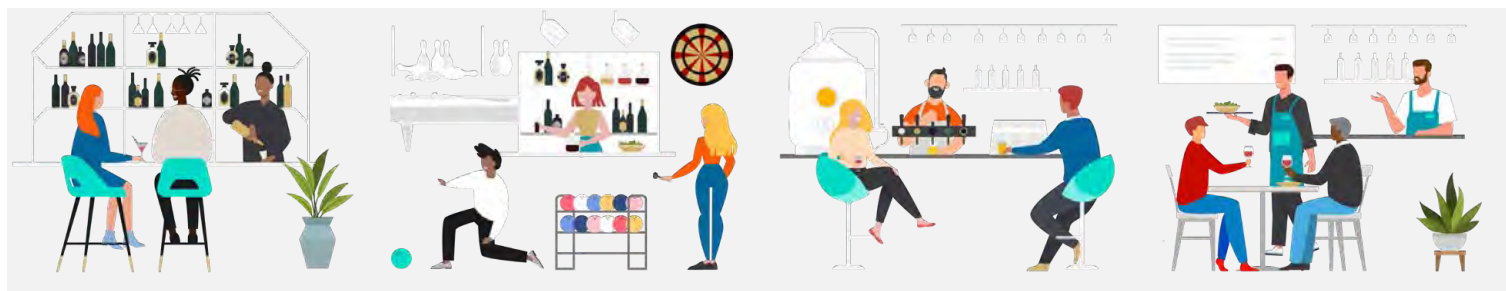
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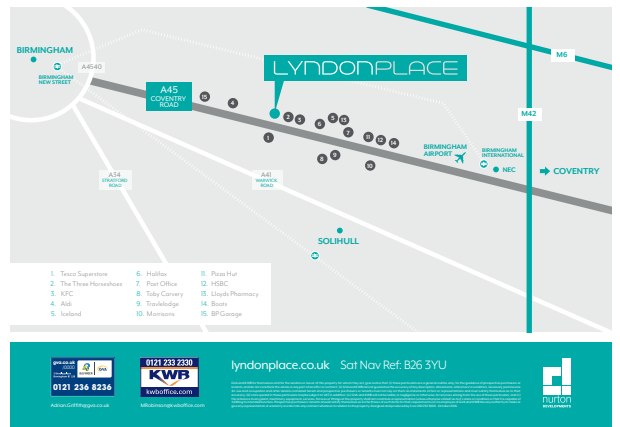
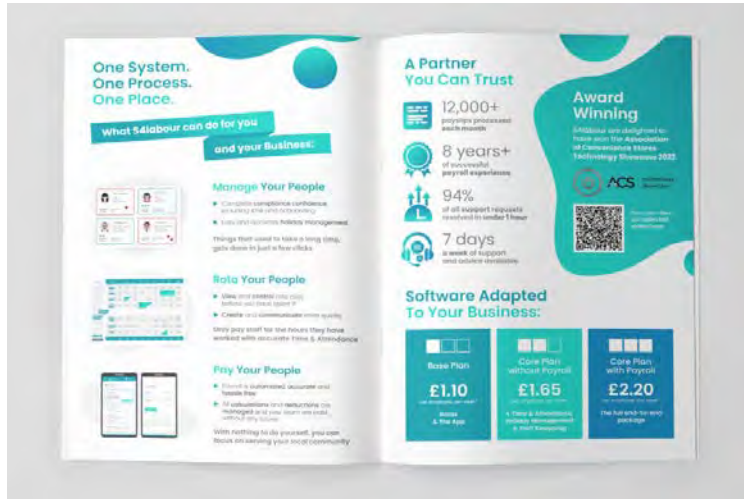
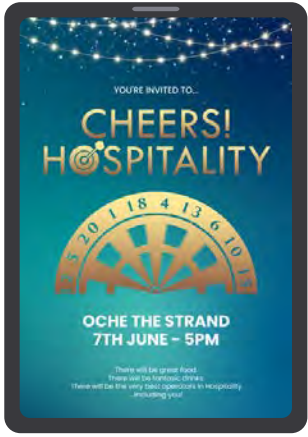
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One System. One Process. One Place.

Rota Your People

Create and communicate rotas quickly and control rota costs before you have spent it

Manage Your People

People management made simple, with holiday, sickness and complete compliance confidence

Pay Your People

Payroll is automated, accurate and hassle free.

Award Winning



Find out more



www.s4labour.co.uk



Guy Warner - Director, Warner's Retail

"Implementing the S4labour app was easy because we always had someone to talk to rather than relying on virtual help. I'm not sure how we worked without it before."



Ian Lewis, SPAR Retailer

"S4labour has made a huge impact on everyone working in the store. Staff can tap in and out and instant holiday visibility for me and the team is a huge benefit. It really has changed the way we work and certainly saved on costs."



Rav Garcha, Nisa Retailer

"S4labour is an affordable and efficient technology solution that is driving us further. It is allowing us to invest in people."



Peter Patel Costcutter Retailer

"For me the real advantage of having S4labour is that it just takes care of everything, from staff rotas to the payroll systems."

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