

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

Contact

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