

About

I am a multi-disciplinary designer with a keen eye for detail and a love for bold colours. Working in-house in several different industries, I have become highly adaptable and thrive facing new challenges that allow me to expand my working knowledge & skillset as a designer. I have a strong passion for all things creative and hope to find a role that allows me to share that alongside like-minded people.

Experience

References available upon request

May 2017 → Present

**Nouveau HD
Beauty Group.**

Leeds

Graphic Designer / K.B Pro Design Lead.

Paving the way in the professional beauty industry, Nouveau offers a wide variety of training services and products for beauty professionals. I have been working as 'K.B Pro' Brand Design Lead and assisting in design across all brands for the wider marketing team. As an in-house designer, my role involves a wide variety of skills that require me to be versatile daily. These responsibilities include: campaign art direction, maintaining & updating the brand guidelines, email design & building within MailChimp, creative marketing, print & web-based training resources and website design.

Aug 2015 → Dec 2016

One Digital Marketing.

Barnsley

Graphic Designer.

Focused on paid digital campaigns, One Digital offered high quality leads to businesses across a range of industries. My role was to provide fresh, creative artwork for digital marketing campaigns across websites, emails and PPC. I optimised the UX of landing pages, sign-ups and checkouts to increase conversions with results from extensive A/B Testing. I also developed branding and website designs for both clients and new internal initiatives.

Aug 2011 → Aug 2015

A Shade Greener.

Barnsley

Graphic Designer.

Pioneers in the solar industry, A Shade Greener offered free installations to households across the UK. In 2011, I joined as a junior designer and quickly became a vital part of the in-house marketing team. I was responsible for creating compelling print marketing materials, promotional letters, websites and branding for other brands the company launched. I also worked directly with campaign managers to create and optimise creative artwork and landing pages for PPC campaigns using analytical tools such as CrazyEgg & Hotjar to make informed design changes.

Skillset

Extensive Knowledge in Adobe Creative Suite including Photoshop, Illustrator and InDesign, XD, After Effects and Premier Pro, Branding, Website Design, Art Direction, Print Design, Packaging Design, Editorial Design, Email Design, MailChimp, HTML5 Adverts, Video Editing, Image Retouching, Animation, Project Management Tools such as Basecamp, Trello & CoSchedule, Microsoft Office, UI/UX Design.

View my [portfolio](#)

