

Creative and collaborative graphic designer and content marketer with a passion for crafting compelling visuals across digital, social and print. Experienced in branding, content creation, video editing and fluent in tools such as the Adobe Creative Suite, Figma and emerging AI tools. I have a proven ability to deliver impactful marketing materials and creative solutions for a wide range of industries. Adaptable, detail-driven and confident working in fast-paced studio environments, I thrive on translating client needs and brand identity into standout design work that resonates.

Skills

Graphic Design & Visual Communication: Skilled in conceptualising and producing social media content, digital graphics, and layout design for both print and digital platforms. **Content Creation & Marketing:** Proficient in content marketing, digital storytelling and social media strategy across multiple channels to boost engagement and brand visibility. **UI & Digital Design:** Experienced in UI design and wireframing. **Design Tools:** Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma and Canva. **Creative Collaboration:** Strong team collaboration, adaptability, and attention to detail in cross-functional environments. **Certifications:** Certified in Digital and Content Marketing.

Professional Experience

March 2025 – June 2025

Career Break

- Travel to The Philippines, Japan, South Korea and Europe.

February 2023 - March 2025

Digital/Graphic Designer and Video Editor Nulty, Studio N, Nulty Bespoke

- Developed and pitched creative concepts for marketing campaigns across all three architectural lighting brands, collaborating closely with international teams to bring ideas to life.
- Created and executed high-quality social media designs, leading to a 94% increase in Instagram engagement through consistent, on-brand visual storytelling.
- Increased traffic from Nulty's social media to website by 25% in one year through dynamic visual content, including reels, infographics, and branded assets.
- Introduced brand colours across digital and internal platforms to strengthen brand awareness and visual identity consistency.
- Led creative direction for Studio N's brand refresh, developing a cohesive visual system with new colour schemes and iconography for web, social, and internal documentation.
- Spearheaded the visual identity for Nulty Bespoke collection launches, including brochure design, social content, managing a content video shoot, and editing final video assets.
- Headed up the creative direction for the "5 Years of Studio N" campaign, overseeing and creating visual content across all digital channels.
- Retouched and edited imagery for PR materials, digital look books, and external publications, ensuring professional and brand-aligned visuals.

January 2025 - February 2025

Graphic Designer (Freelance) ODGroup

- Assisted in designing brand guidelines for an office fit-out company to establish a cohesive visual identity for both internal and external communications, supporting brand consistency across all platforms.

October 2022 - December 2022

Digital Content Creator and Account Manager Delivered Social

- Collaborated with clients to design and manage visual identities, ensuring brand consistency across digital and print materials for small business accounts.
- Created branded content for Delivered Social's page and authored guest blog posts to support visual storytelling, enhance brand engagement, and establish thought leadership.

September 2021 - October 2022

Digital Designer and Content Creator (Freelance) Every Second Counts Productions

- Designed and produced digital assets (graphics, banners, video edits) for the AHSN Network, maintaining brand consistency and enhancing visual communication.
- Created a range of logos for Unilever's internal sales and marketing team and developed video assets for their end-of-year presentation, aligning with corporate branding.
- Supported Vox Pops production at a major conference and assisted on a training video shoot for Coty Inc, applying design and video editing skills to elevate final content quality.

Work Experience

2019

Graphics Assistant BBC Grafton House

- Produced graphic props for the BBC drama "Silent Witness", including hospital posters, labels, and signage, contributing to the show's realism and immersive visuals.

2021

Graphic Design Assistant LW Design

- Developed the visual identity for charity "Dignity for Children and Young People", including logo design, mascot illustration, and colour palette to reflect values of care and empowerment and boost digital branding.

Education

2018-2021

Nottingham Trent University
BA Hons Design for Film and Television: 2.1

2017-2018

Reigate School of Art
UAL Diploma in Art and Design: Distinction