

GRAPHIC / SOCIAL MEDIA DESIGNER

Highly accomplished, creative and dedicated Social-Media and Website Designer with a vast plethora of experience and a passion for crafting visually engaging digital experiences. An innovative professional with a proven track record of creating stunning visuals and user-friendly interfaces that enhance online presence and brand impact. Takes pride in producing captivating graphics, videos and animations tailored to social media platforms, always focusing on branding consistency. Proficient in Adobe Creative Suite, HTML/CSS and various responsive design techniques to create content that resonates with the audience and delivers outstanding performance across all platforms. I seek to leverage my expertise in the next challenging role as a Graphic Designer.

Areas of Expertise

<ul style="list-style-type: none"><li>• Social Media Platforms</li><li>• FaceBook Post Design</li><li>• Adobe Creative Suite</li><li>• Commercial Acumen</li><li>• Instagram Post Design</li></ul>	<ul style="list-style-type: none"><li>• Responsive Design</li><li>• Graphic Design</li><li>• Video Integration</li><li>• Video Content Creation with AI</li><li>• Canva Social Media Design</li></ul>	<ul style="list-style-type: none"><li>• Photoshop</li><li>• Illustrator</li><li>• Typography</li><li>• HTML/CSS</li><li>• Logo Design</li></ul>
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Career Summary

Netcomtraining.co.uk | student | Studying to IT Technician August 2024 – September 2024

Duties & Responsibilities

- Fault Diagnosis & Troubleshooting
- Adaptability Communication
- Problem-Solving
- Equipment Maintenance

Production Line Operative | Agency | Temp work January 2024 – April 2024

Duties & Responsibilities

- I was working on a production line with a range of productions for Molton Brown soaps and perfumes, filling and packing these products for dispatch. The job also included quality control inspection.

Social Media Designer | Freelance | Remote Working January 2022 – October 2023

Duties & Responsibilities:

- Produced visually compelling social media content for two companies, Black Diamond Marketing and The Chair Counselling, including images, infographics, videos and animations.
- Designed engaging web graphics, banners and promotional materials for social media and online marketing campaigns, ensuring website design consistency.
- Promoted consistent visual branding across social media channels and delivered a cohesive online presence.
- Developed eye-catching graphics for social media posts, ads and stories, emphasising creativity and originality.
- Seamlessly integrated graphics and visual elements into video content, enhancing appeal and social media impact.
- Edited photos for use on social media, maintaining high-quality visuals that resonated with the audience.
- Optimised graphics for fast loading times, improving site performance and delivering a positive user experience.

- Designed visuals for social media campaigns through ad creatives that drove click-through rates and conversions.

**Business Owner | Graphic Mind | Remote Working****May 2008 – January 2020****Duties & Responsibilities:**

- Conducted client consultations to understand specific needs, including branding, visual identity and functionality.
- We liaised with clients to define project scope, goals and deliverables, ensuring precise alignment.
- Led the design of responsive, user-friendly websites, confirming seamless navigation and a strong visual appeal.
- We have produced various graphic design materials, including logos, brochures, posters, infographics and digital ads, adhering to brand guidelines and client preferences.
- Assisted clients in enhancing their brand identity by creating cohesive and recognisable branding elements.
- Designed intuitive user interfaces and implemented user experience enhancements to improve site engagement.
- Generated professional visual content, such as images, videos and animations, to support online marketing efforts.
- Managed and updated website content, ensuring information remained relevant and up-to-date.
- Provided hosting services for clients and guaranteed a 24/7 live status for their websites.

**Accomplishments:**

- Led a pivotal project for Anglia Ruskin University to deliver a cutting-edge website successfully.
- Crafted a captivating website that expertly showcased the Graphic Mind business to new clients, elevating online presence.
- I created a fresh and distinctive logo for 'From the Chair Counselling Services', establishing a strong visual identity.
- Utilised design expertise to curate engaging social media content for 'From the Chair Counselling Services', employing a blend of Canva, Illustrator and Photoshop.
- Masterminded the comprehensive branding and art direction for the <https://www.fromthechaircounselling.co.uk/> website, including the careful selection of stock photography to enhance its visual impact

**Royal Mail | 2 Elliot Drive, Braintree, CM7 2GD | Temp work****November 2018 – December 2018****Duties & Responsibilities:**

- Night shift for sorting CM, CO, SS Parcels during the Christmas period at Royal Mail.

**Press Play Ltd | Dunmow Essex | Warehouse Packer****November 2017 – November 2018****Duties & Responsibilities:**

- Pack orders for morning and afternoon mail service by 3 pm.
- Process labels on the computer for printing with Royal Mail software.

Jun 2007 - Jun 2007	<b>Freelance Web Designer, Hearst Digital</b> Designed layouts for Herbal Essences Website and produced Flash Banners for Christian Dior 'Backstage Make-up' Campaign.
Sep 2005 - Jan 2006	<b>Graphic Designer/Web Designer, Pitney Bowes Ltd</b> Created 'Customer for Life' logo and produced global adverts for Pitney Bowes.
Jan 2004 - Feb 2005	<b>Office Assistant, Hayters</b>
Nov 2002 - Apr 2003	<b>Panache Design Solutions</b>
Jun 2001 - Oct 2001	<b>Entex Creative Design Studio</b>
Sep 2000 - Jun 2001	<b>Graphic Designer, Brettles Public Relations &amp; Marketing</b>

Further career history available on request

## Qualifications

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**BA (Hons) in Graphic Design**, Reading College and School of Art & Design, **2000**, (2:1)  
**HND Graphic Design**, Norwich School of Art & Design, **1999**, (Pass)  
**BTEC in Design (Graphic Design)**, Harlow College, **1997**, (Pass)  
**GNVQ 2 Intermediate in Art & Design**, Harlow College, **1995**, (Merit)  
**5 GCSE's including Mathematics & English**, Stansted Mountfitchet High School, **1994**

## Certifications

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**Complete Master Class on Instagram**, Udemy Website, **2022**, (Pass)  
**Instagram REELS for Beginners**, Udemy Website, **2022**, (Pass)  
**Canva Next Level: Become a Canva Expert**, Udemy Website, **2022**, (Pass)  
**Adobe InDesign CC- Advanced Course**, Udemy Website, **2022**, (Pass)  
**Adobe InDesign CC- Essentials Course**, Udemy Website, **2022**, (Pass)  
**Adobe Illustrator CC- Essentials Course**, Udemy Website, **2022**, (Pass)  
**Adobe Photoshop CC- Essentials Course**, Udemy Website, **2022**, (Pass)  
**Figma UI UX Design Essentials**, Udemy Website, **2022**, (Pass)  
**Chat GPT & Midjourney**, Udemy Website, **2023**, (Pass)  
**Chat GPT Mastery: Engaging your Audience on Social-Media**, Udemy Website, **2023**, (Pass)

## References

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Website, [www.graphicmind.co.uk](http://www.graphicmind.co.uk)  
Portfolio, [http://www.graphicmind.co.uk/lpad\\_portfolio.pdf](http://www.graphicmind.co.uk/lpad_portfolio.pdf)  
Social Media Portfolio, [https://www.graphicmind.co.uk/Social-Media\\_Portfolio2024.pdf](https://www.graphicmind.co.uk/Social-Media_Portfolio2024.pdf)