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Professional Experience

GAME Retail Ltd. | Graphic Designer

Nov 2023 - Present

Designed impactful digital assets, including social media graphics, email newsletters, and website banners.

Created point-of-sale materials like product inlays, promotional posters, signage, and ad-hoc creatives.

Collaborated with eCommerce teams to optimise merchandising through product images, landing pages, and banners.

Worked with in-house designers and marketing teams to deliver engaging campaigns.

Managed GAME's visual identity, ensuring consistency with brand guidelines across all channels.

Pitched innovative design concepts for marketing campaigns, incorporating feedback to meet goals.

Managed a diverse project portfolio, balancing priorities and meeting deadlines.

Built strong relationships with global brands (Sony, Microsoft, Nintendo, Lego), aligning design principles with company branding.

Recognised as 'Employee of the month' in GAME Ltd for dedication and consistently delivering high-quality work.

Hobbycraft | Artisan/Team Member

Sep 2020 - Nov 2023

Designed and facilitated hands-on creative craft workshops for participants.

Provided expert assistance to customers, offering personalized solutions to inquiries.

Presented innovative craft product concepts to leadership, pitching ideas with clear strategies.

Created bespoke digital illustrations to support promotional efforts on the eCommerce platform.

Managed point-of-sale transactions, ensuring accurate and efficient order processing.

Supervised deliveries and organised shop floor.

Jelly London | Animation Intern

Feb 2020

Conceptualised and pitched ideas to the lead animator then developed storyboards and animatics.

Rigged characters and refined animations using Adobe After Effects and TV Paint.

Managed multiple projects, meeting tight deadlines and delivering high-quality results.

Education

University for the Creative Arts Farnham | BA (Honours) Animation 2016 - 2019

Skills

Design | Graphic Design, Illustration, Typography, Print, Infographics
Tools | Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Procreate, Procreate Dreams, Clip Studio Paint, Figma, Microsoft Office, Wacom Cintiq