



## Professional Profile

A successful and enthusiastic Graphic Designer / Digital Artist with a proven record in providing creative solutions for a wide range of companies. An expert strategist, able to leverage both technical expertise and design experience to create and deliver bespoke services for clients; analysing requirements whilst supporting effective communication to ensure 'full-cycle' project delivery. A creative and innovative individual who is well versed in organising all areas of service delivery; managing workloads and delivering against client requirements. Both a team player and an independent thinker, with valuable problem solving and decision-making skills and the ability to 'bridge the gap' between the design world and business world to deliver success. Has valuable experience of working on a broad range of projects: Now seeking a related, Graphic Designer /Digital Artist related role where expertise, experience and diverse strengths will bring immediate value.

## Key Skills

Project management.  
Problem-solving.  
Teamwork and collaboration.  
Creative/Art Direction.  
Time management.  
Organisation, planning and prioritising.  
Thrives under pressure.  
Training and development.  
Commercial acumen.  
Communication.

Adobe Photoshop  
Digital Art / Graphic Design  
Illustrator  
Muse  
InDesign  
Premiere Pro / After Effects  
Autodesk 3DS Max  
Pixologic ZBrush  
Substance Painter

Web Design  
Business Cards  
Poster/ leaflets  
Social Media Banner  
Logo Design  
Brand Management  
Video Editing  
Photo Manipulation  
Marketing

## Professional Experience

### **Freelance Graphic Design - CBDesigns ( 2019 - present )**

Managed multiple projects to tight deadlines, effectively coordinating and communicating with multidisciplinary teams, clients included; Hedkase, Elina Palace and Harry Leigh PT.

Each project completed I was involved from creation to conclusion, ensuring engaging visuals in line with the client's requirements, sending proofs to enable end-user satisfaction at all times

Managing the project from the initial brief through to art-work delivery, ensuring high-quality standards.

Liaised directly with the client, identifying needs and maintaining strong and productive relationships.

Adhered to all industry standards as well as legislation and best practice including data protection and GDPR compliance.

Adapted approach to mirror the customer and enhance customer experience whilst researching to understanding the industry and competition within the market alongside managing customer expectations.

### **Deliver Driver - Plumbs Dairy ( 2021 - present )**

Communicating directly with customers to insure efficient and correct deliveries on time.

Responsible for delivering over 1,000 products to 200 addresses every day.

Maintaining a high level of concentration and route planning in order to complete all deliveries to a strict time scale.

Applying constant attention to detail to prevent any product recalls and upsetting customers.

Building relationships with all other employees to maintain an efficient workflow and enjoyable work environment.



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### **Deliver Driver - Dominoes** ( 2018 - 2021 )

Maintained and ensured a high level of professional driving for all assigned jobs throughout the city, whilst pro-actively liaising with Managers and clients /customers to ensure the timely completion of all jobs.

Successfully received consistently positive feedback from clients, customers, ensuring satisfaction at all times.

Actively processed related documentation and consistently meeting deadlines regarding necessary administration. Managed all aspects of distribution from the loading and unloading of the vehicle, route planning, whilst working to strict timelines.

Tasked with obeying all traffic laws and regulations, reporting delays, accidents and incidents to Senior Management

### **Dog Walker - Spot On Pet Care** ( 2014 - 2016 )

Offered key support within the provision of all dog-walking duties, handling multiple animals at a time, ensuring the safety and wellbeing in accordance with all company standards.

Tasked with the collection of dogs from multiple domestic sites, building relationships and trust whilst ensuring productive feedback to contribute to continuous improvement within the service.

Directed and led the content management across all social media portals, driving brand integrity and awareness, resulting in enhanced client engagement.

## Qualifications

### **Bachelor of Arts (Honours) First Class Honours | The University of Cumbria**

( 2016 - 2019 )

#### **Final Project (Grade: First)**

Tasked with creating an exact replica of Brunton Park (Carlisle United Football Stadium). An 8-month project, 4 of which was dedicated to focusing on the design and the processes to enable production. The remaining 4months encompassed 3D modelling, unwrapping, Texturing, lighting and rendering, resulting in the production of 4 rendered still images and 1 fly-through video integrity and awareness, resulting in enhanced client engagement.

#### **Dissertation (Grade: 2:1)**

Explored the question "Does Realism in video games have a positive or negative effect on the player's emotional response?" As a fan of realism in games, I wanted to explore if the quality of realism had a noticeable effect on how the player felt. I did this by constructing an emotional response test for players after playing a realistic and unrealistic styled game for 20 minutes. I concluded that the quality of realism did not affect the player's emotional response as the results for both games proved to have an equal change across the different emotional categories.

### **Other notable Projects**

Website Development

UI/UX Design

Group Project Management

### **Long Road Sixth Form College** ( 2013 - 2015 )

A Level: Digital Art, Architectural Design and Chemistry