

Fiona Rama

Graphic Designer | Brand & Digital

Location: London, United Kingdom

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Portfolio: fionadesigns.co.uk

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Professional Profile - Brand and digital graphic designer running an independent studio since 2018, with 120+ projects delivered across 15+ industries. Turns complex technical and commercial ideas into clear visual narratives across identities, web, social, presentations, events and print. Combines brand-system thinking with hands-on Figma and Webflow execution, owning evolving briefs from research and concept through rollout, quality assurance and handover in remote client environments. Now looking to bring that breadth and ownership into a collaborative full-time agency role.

Core Expertise - Brand identities and visual systems • Brand guidelines and scalable design systems • Typography, layout and visual storytelling • Complex information design • Responsive user experience and interface design • Web, social, presentation, event and print assets • Remote project ownership and client presentation

Design Tools - Adobe Creative Suite: Illustrator, InDesign and Photoshop • Figma • Webflow and content management systems • Canva • AI-assisted tools

Professional Experience - Independent Brand & Digital Designer at Fionadesigns | Founder | London | 2018-present

- Designed and delivered 120+ projects for growing businesses across 15+ industries, spanning identity systems, responsive websites, presentations, social content, event assets and print collateral.
- Bring proactive creative input to evolving briefs, translating complex offers and specialist subject matter into clear visual hierarchies, brand systems, user journeys and client-ready narratives.
- Develop identities from concept to rollout, documenting logo, colour and typography rules and applying each system consistently across digital and print touchpoints.
- Build responsive Webflow websites from Figma layouts using reusable components, shared styles and content management structures, with purposeful interactions, technical search engine optimisation, performance testing and cross-device quality assurance.
- Own concurrent remote client projects, scopes, feedback and evolving requirements; 75% of clients have returned for additional branding and design work.

Selected Projects - Boon Solutions | Data and AI brand system, campaign assets and Figma prototype | 2025

Unified an Australia- and Malaysia-based data and AI consultancy within one scalable identity system, refining wordmarks and lockups and documenting colour, typography and usage. Reframed complex services around a clearer path to enquiry and delivered a master presentation deck, Canva layouts, LinkedIn and event assets, QR business cards and a responsive Figma website concept.

Project: www.fionadesigns.co.uk/work/boon-solutions

The Halo Collection | Brand refresh, website design and Webflow development | 2025-present

Refined an existing mark into a flexible logo suite and brand guide, extended the system across LinkedIn and print, then reorganised the guest journey and built the responsive Webflow site with technical search engine optimisation and analytics. The site has generated 10k+ total search impressions since launch.

Project: www.fionadesigns.co.uk/work/the-halo-collection

Education - A Levels | New City College | 2019

Fine Art: A • Media Studies: A • Graphic Communication: A

GCSEs | Dagenham Park Church of England School | 2017

English Language: A • English Literature: B • Mathematics: 6 • Spoken Language: Distinction