

A Senior Designer with over 6 years of extensive experience, specialising in crafting and elevating brand identities, particularly within start-ups. Proficient in managing and guiding teams to achieve exceptional results, I combine a natural curiosity with a dedicated, self-starting approach to consistently deliver high-quality work even in high-pressure scenarios.

Work history

Senior Freelance Designer.

Remote: 2+ months (Sep 2023 – Present)

- Delivering projects for a small group of clients.

Weaver, Senior Graphic Designer.

London: 1+ years (Jun 2022 – Sept 2023)

- Spearheaded the brand creation from inception, establishing Weaver's visual identity.
- Developed the website using Webflow and motion graphics with After Effects.
- Demonstrated exceptional time management and self-motivation as the first and sole designer.
- Led UI/UX design initiatives, collaborating closely with the product team.

Zapp, Senior Graphic Designer.

London: 1 year (Jun 2021 – Jun 2022)

- Played a pivotal role in forming and leading the design team at Zapp, focusing on efficient project prioritisation and delivery.
- Mentored Junior Designers and Freelancers while leading team projects.
- Developed the brand and enforced brand guidelines.
- Created stand-out OOH, print, and digital campaigns.

Ocado New Ventures, Graphic Designer.

Hatfield: 10 months (Aug 2020 – Jun 2021)

- Led a team project to roll out the Fetch rebrand.
- Created brand guidelines and assets for Fetch.

Ocado Retail, Graphic Designer.

Hatfield: 3+ years (Jun 2017 – Aug 2020)

- Played a key role as brand guardian for Ocado.
- Helped launch Zoom by Ocado and created various campaigns for it.

Freelance Designer.

For; Curious, LICC & Rare Breed (3 months 2017)

Achievements

Recipient of the American Graphic Design Award 2017.

Recognised by 'Graphic Design USA' magazine for my project 'Many Hands', while freelancing at Rare Breed.

Education

Falmouth University (2012–2015)

BA (Hons) Graphic Design 2:1

Skills

- Idea-driven with a strategic mindset.
- Hard-working and enthusiastic.
- Meticulous attention to detail.
- Strong organisational skills & effective multitasker.
- Proven ability to work independently and collaboratively.
- Skilled in taking and implementing constructive feedback.

Software skills

- Illustrator
- Photoshop
- Figma
- Webflow
- InDesign
- After Effects
- Hotjar

Capabilities

- Art Direction
- Branding
- Strategy
- Artworking
- Web Design
- UI + UX Design

Interests

- Cycling
- Dungeons & Dragons
- Paddle Boarding