

# GRAPHIC DESIGNER

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## EXPERTISE

- Brand Identity
- Editorial & Print
- Print & Packaging
- Website Design
- Motion
- Content Creation

## SOFTWARE SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro
- Figma
- Webflow

## EDUCATION

BA First Class Hons  
Graphic Communication  
Norwich University of the Arts  
(Sept 2015 – June 2018)

## ABOUT ME

I'm Chelsea, a freelance graphic designer. With seven years of experience bringing brands to life through identity, print, web, and motion design. I believe in the power of thoughtful design — thinking deeply, creating boldly, and documenting the journey along the way.

When I'm not pushing pixels, I can be found cooking up a storm, listening to a country playlist, nose-deep in a book, or hunting down the nearest pub with a generous pour of Sauvignon Blanc.

## EXPERIENCE

### Freelance Graphic Designer (October 2018 – Present)

#### PROPER Snacks (May 2025 – August 2025)

- Designed campaign assets for the Eat Real & Belazu partnership
- Created and artworked trade advertisements
- Produced POS materials for multiple retailers
- Artworked packaging and POS designs
- Animated social reels for Instagram

**Agencies** – Made Agency, Light and Motion, Hello Yes, Kastner and Partners, Digital Radis, Black Tomato, Studio Macki and Deep Design.

**Clients** – PROPER Snacks, Eat Real, Châmpo, Tangle Teezer, Atlas Pensions, Red Bull, Atelier and Specialist Risk Group (SRG).

#### Midweight Designer

##### Deep Design (May 2022 – March 2025)

- Led design for an insurance retainer client, overseeing and delivering all creative tasks
- Developed and rolled out integrated campaign concepts from start to finish
- Created brand guidelines and supported full rebrand executions
- Produced static and animated social content
- Designed branding, websites, and marketing materials for clients including MG Empower, SRG, Soor Capital, and House of Koko

#### Midweight Designer

##### Sunday (March 2021 – April 2022)

- Designed monthly magazines for ICAEW, including graphs and infographics
- Produced print and layout design for Savills
- Developed animated content for ICAEW, Zapp, and Savills
- Commissioned and coordinated illustrators for ICAEW magazine covers

#### In-house Junior Designer

##### 3rd Rail Clothing (October 2019 – March 2021)

- Created social media content across platforms
- Designed print and digital marketing materials
- Animated event footage for brand promotion
- Designed and wrote monthly newsletters

#### Internships

Blacksheep (October 2018)  
The Clearing (September 2018)  
48.1 (June 2018)

# CHELSEA

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# HENDERSON