

## About me

I am a visual storyteller. Combining a strong eye for detail, with my experience across UX/UI and branding, I love to create fresh experiences that impact people, improving moments along the user journey, big or small. While users are always first in my mind when designing, I am also conscious of the business and commercial needs behind my designs, and how our choices can help companies achieve their objectives.

## Experience

### Freelance Graphic Designer – Brand Potential October 2026 – Present

Supporting both the creative (brand) team, as well as the digital design team on live projects for corporate clients in a freelance capacity.

### Client Design intern – Brand Potential June 2026 – September 2026

Owning a creative route for a live beer rebrand with a major UK brewery, developing brand concepts and visual identity proposals.

Pitching design concepts to the wider team, Creative Director, and client, communicating strategic thinking and responding to feedback.

Creating design assets including presentation decks, social media graphics, and interactive UX/UI prototypes for client and internal projects.

Managing multiple projects simultaneously, balancing independent design work with collaborative team initiatives in a fast-paced agency environment.

### Freelance Graphic Designer April 2024 – June 2026

Refreshed the visual identity for the English College In Prague, providing a brand new logo suite, a wayfinding system, social media graphics, website, and marketing strategy. (To be rolled out Aug '26)

Created visual branding for GH Chiropractic, including logo, brand guidelines, leaflets, business cards, a roller banner and socials templates.

Rebranded Reading-based charity, Education Business Partnership (EBP), including designing a logo, brand guidelines, and socials templates.

Led a small team of designers running design speaker series, co-ordinating 10–13 speakers a year to talk about their careers and design journeys.

### UX Design intern – IBM April 2025

Engaged in ongoing research, listening to and analysing user interviews, and ideating ideas from this research.

Participated in a playback session to share insights and demonstrate contributions to the project.

### Digital Design intern – Flipside Group June 2025 – July 2025

Helped design user interfaces for client projects picking up industry-specific insights into software beyond existing knowledge.

Participated in client meetings, pitching ideas for digital experiences, refining my communication skills.

Worked on visual mock-ups that supported live projects, experiencing and keeping up with the fast pace of agency work.



To clarify, rather than *karaoke*, the mic is from a *public speaking* event.

## Skills

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects)

UX/UI Design (Inc. Figma)

Typography and layout design

Visual Branding and storytelling

Time Management and team collaboration

## Education

### BA (Hons) Typography & Graphic Communication (First)

Place: University of Reading

End: June 2026

### Diploma of Higher Education in Design and Innovation

Place: Open University

End: June 2022

## Reference

### Claire Hodgson

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Position: Senior Designer & Consultant, Brand Potential

### Chloe Heyhoe

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Position: Head of Design, Flipside

### Isobel Adcock

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Position: UX Designer, IBM



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