

## SKILLS

- Meticulous eye for detail
- Quality control
- Creative and innovative
- Visual presentation/brief-writing
- Commercially minded
- Independent, using own initiative
- Flexible and adaptable
- Naturally well-organised
- Ability to work under pressure
- Experienced multi-tasker
- Positive and motivational
- Accountable and resilient
- Proficient training manner
- Patient and empathic
- Collaborative approach
- Excellent interpersonal skills
- Friendly and approachable
- Time management
- Planning and co-ordination
- Schedule management
- Proactive problem solver
- Skilled team leader
- Capable IT Mac support

## EDUCATION

**BA (Hons) Illustration**  
(First Class Honours)

Arts University Bournemouth (2012-2015)

**Art and Design Foundation**  
**Diploma (Level 3 – Distinction)**

South Devon College (2011-2012)

**3 A-Levels (Art and Design A\*,  
Biology A, Psychology A\*)**

Churston Ferrers Grammar School (2009-2011)

**11 GCSEs (5 A\*, 4 A, 1 B)**

Churston Ferrers Grammar School (2007-2009)

## INTERESTS

Originally from South Devon, I am a fresh air fanatic and enjoy being outdoors and around animals; I particularly love hiking around nature reserves looking for wildlife with my family and when the weather permits, kayaking down the river to say hello to any seals who might pop-up along the way.

Growing up with a Chef as a Mother, I also have a passion for inventing new vegetarian dishes in the kitchen.

Having a keen interest in patterns, textures and colours, I am constantly screenshotting, taking photos and doodling ideas and find these passions come through regularly in what I create both inside and outside of work.

References available upon request.

Studio Supervisor/Senior Designer duties included:

- Ownership of design direction by independently **approving all Studio artwork**
- **Planning departmental schedules**, delegating and ensuring resources are available and providing support to other departments to meet the critical path
- Reinvigorating Marketing product catalogues, social media and mailout looks
- **Recruiting, training and mentoring the entire Studio department** to create a cohesive and collaborative team of Designers, Artworkers, Paper Engineers, Illustrators, Marketing Content Creators, Photographers and Retouchers
- **Fostering a positive, motivational Studio working atmosphere** and using excellent interpersonal skills to identify team strengths and weaknesses in order to boost department efficiency and support colleague's professional development
- **Technical IT Mac support** for entire Studio department, including X-Rite i1 Studio Colour Calibration of all display monitors and in-house printers and all Studio Mac computer set-ups and inductions

## DESIGNER / CREATIVE ARTWORKER

FEB 2018 – JAN 2019

SANTORO LONDON, WIMBLEDON UK

My key achievements within this role were **building a strong rapport with CEO and Art Directors**, organising schedules and **leading Studio team to effectively meet deadlines**. Increased independence in all design areas, my roles included:

- Working closely with CEO and Art Directors on commercial design idea visualisation, responding to creative concept briefs to innovate existing brands or suggesting new brands to develop
- Designing/artworking products for in-house brand "Back to School" collections
- Taking complex new projects from idea to delivery, working to the critical path and collaborating with other teams to meet deadlines and provide support
- Rebranding 3 greetings card collections to improve brand awareness
- Training and managing workload and feedback for 4 Junior Designers and improving output of 3 Middleweight Designers by evaluating learning styles, rethinking, restructuring, retraining and writing manuals
- Effectively managing team for 1 month, in Manager's absence

## JUNIOR DESIGNER

JUL 2016 – FEB 2018

SANTORO LONDON, WIMBLEDON UK

Key achievements during this time include: restructuring the photography process to **increase quality, efficiency and output** and **developing training skills** to **positively impact progression of the Studio department**. Increased autonomy in visualising and designing new product collections, **independently artworking and checking designs before send off** and **training all new team members**. Responsible for all E-commerce product photography and retouching and all social media content creation, direction and feedback.

## DESIGN STUDIO ASSISTANT

MAR 2016 – JUN 2016

SANTORO LONDON, WIMBLEDON UK

Entry level role assisting on all Studio projects, including packaging design for external Licensees, social media content creation and product photography and retouching. During this time I built a **solid understanding of company brands**.

## OFFICE MANAGER

JUL 2015 – FEB 2016

PARK HOTEL, PAIGNTON, UK

A receptionist role, managing hotel bookings and organising staff rotas, whilst providing excellent customer service to maintain repeat customers.



## PROFILE

A highly experienced Lead Designer professional, skilled at delivering multi-award-winning gift collections across several categories including stationery, fashion, lifestyle and greetings cards, taking them from concept to launch.

Simultaneously creative and practical, ideas-driven and commercially minded, with a never-ending enthusiasm for beautifully designed products. An adaptable, positive problem-solver with a passion for efficiency and a roll-up-your-sleeves, can-do attitude.

Most recent achievements include working closely with CEO and Art Directors of Santoro London, utilising a deep understanding of company goals to effectively communicate ideas across all levels, successfully increasing productivity and leading the entire Studio team to create commercial, innovative design solutions.

Seeking remote graphic design and illustration projects, where I can work alongside a supportive and dynamic team and apply my varied skill set.

## TECHNICAL SKILLS

- Highly proficient in Adobe Creative Suite, specifically *Photoshop*, *Illustrator* and *InDesign*
- Well-versed in Commercial Print Artworking: *Illustration*, *Design Checking*, *Repeat Pattern Swatches*, *Colour-proofing*, *Cutter alignment*, *Press-passing* and *Print effects* (e.g. *Pantone* / *Glitter* / *Spot UV* / *Embossing* / *Fluting* / *Foiling Guides*)
- Greatly experienced in Product and Lifestyle *Photography*, *Retouching* and *Marketing Design Content Creation*
- Fully conversant in all Microsoft Office including *Word* and *Excel*
- Knowledgeable in *Smartsheets*, *Trello*, *G Suite*: *Google Sheets/Drive*
- Expert with *iMac*, *i1 Studio*, *Wacom Intuos Pro* and *Wacom Cintiq Pro 24*

Freelance graphic designer, illustrator, and patternmaker with over 7 years of commercial design and artworking experience in a London design house.

## EXPERIENCE

### STUDIO MANAGER / LEAD DESIGNER

JAN 2022 – MAY 2023

### ASSISTANT STUDIO MANAGER

MAR 2020 – JAN 2022

SANTORO LONDON, WIMBLEDON UK

A multifaceted and constantly evolving role solely leading the Studio team at Santoro London, a prestigious and internationally renowned gifting brand.

Key achievements in this role include: **Using own initiative to streamline** all Studio processes, increasing efficiency and successfully **reducing project timings by over 50%**. Sharing knowledge of commercial print artworking to retrain the Studio team and **increase quality of output**. Restructuring all brand Style Guides to **improve communication** and **external user experience**. **Independently leading all design briefs** and approving all in-house artworking.

Reporting directly to the Company Directors, I was responsible for:

- **Designing all in-house product collections**, from concept visuals, product design, through to marketing and sales launch, with a focus on bold innovation
- Responding to the Art Directors vision to **brief and direct the in-house Studio** team to achieve commercially successful design and marketing content
- **Final sign off on all artwork**, ensuring it adheres to the brief and brand values and providing technical expertise to support the creative vision of the company
- Driving all in-house **marketing content creation** for B2B and B2C websites, social media assets, digital and print product catalogues, sales sheets, sales videos, product and lifestyle styling, photography and retouching
- **Managing Studio workflow**, priorities and timescales to meet the critical path
- Streamlining all design working processes and retraining the Studio team to effectively **increase efficiency**, precision and productivity
- Directly accountable for leading intra-team meetings, keeping communication channels clear between Marketing, Production and Licensing teams and building strong, **collaborative relationships** across the business
- Pushing the boundaries of what a greetings card can be by **working with UK suppliers** to produce Santoro's 3D paper engineered greetings cards
- Initiating **improved consistency for brand Style Guides**, restructuring assets and independently creating a User Guide to enhance Licensee experience

### STUDIO SUPERVISOR / SENIOR DESIGNER

JAN 2019 – MAR 2020

SANTORO LONDON, WIMBLEDON UK

Steering the Studio team through a period of substantial change, this role was invaluable to both my personal and professional growth. My key achievements include: **identifying gaps within the skill set of the team** and **successfully retraining** and **recruiting** resulting in an increase of team output; **streamlining communication channels** between departments by proactively updating the critical path and planning twice monthly meetings between Studio, Marketing and Product Development teams to align deadlines and objectives and **refreshing in-house brand looks to keep on-trend and appeal to a broader market**.