

Profile

Multidisciplinary designer with 2+ years across brand, visual, marketing, and digital content. Takes work from brief and research through delivery, combining concept development, visual systems, content thinking, and production discipline. Collaborates across creative, marketing, product, and web teams; presents design rationale, manages deliverables, and builds scalable asset systems. Results include higher campaign engagement, 15% longer sessions following UX improvements, and 30% less production preparation time.

Experience

Diablo Sugar Free

May 2026 – Sep 2026 · London

Graphic Designer

- Produced 20+ cross-platform media assets for social campaigns, increasing engagement by 25% and strengthening consistency across digital channels.
- Led packaging redesigns for three product lines, aligning each with the brand identity.
- Partnered with the web team to refine UI layouts and digital touchpoints, improving navigation and increasing session duration by 15%.

LightHouse (LTHS) Studio

Jun 2025 – Sep 2025 · London

Visual Design

- Built immersive environments and storytelling elements for digital media projects viewed by 100K+ users.
- Produced and refined 20+ production-ready assets with art directors and creative teams.
- Introduced an asset-management workflow that cut production prep time by 30%, improving efficiency across departments.

Fluffy (Techstars 2022)

Jun 2024 – Sep 2024 · London

Design Associate

- Launched 20+ advertising campaigns across print, digital, and social media.
- Co-led a digital brand system spanning colour, typography, and UI components, creating cohesion across touchpoints.
- Partnered with marketing and product teams to produce campaign assets supporting a £250K Techstars seed funding milestone.

Education

Loughborough University BA (Hons) Graphic Design

2023 – 2026

Visual Communication
Typography
Digital Design
Design Theory and History
Creative Problem Solving
Branding and Identity
Print and Publication
Motion Graphics and Animation

Skills

Adobe Illustrator	● ● ● ● ●
Procreate	● ● ● ● ●
Photoshop	● ● ● ● ●
InDesign	● ● ● ● ●
Premiere Pro	● ● ● ●
Figma	● ● ● ● ●
SketchUP	● ● ● ●
Fusion 360	● ● ● ●
Blender	● ● ● ●