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To live a creative life we must lose our **fear** of being Wrong

October 2022 - Current

Freelancer | Digital Designer

As a freelance designer, I have been lucky enough to work on some fantastic brands and build some great experiences. I have worked with brands such as Harrods, Dc Marten, Boohoo, Debenhams, PureGym, Beauty Bay, Trinny London, Umbro, and even NATO! With these brands, I have been helping with print, emails, social and motion, POS and lobby design. It has given me the skills to now succeed in any role!

September 2017 - September 2022

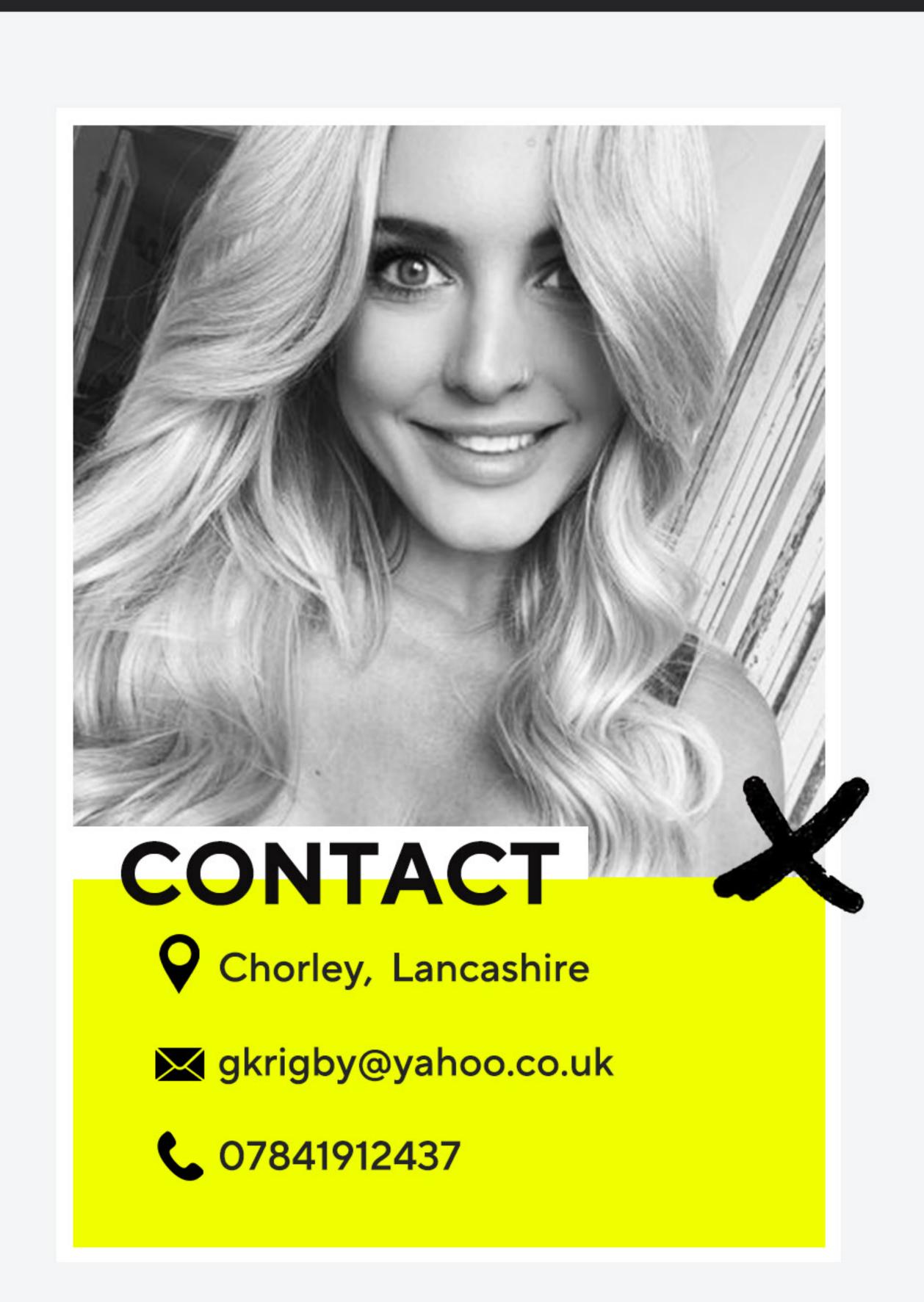
JD Sports | Digital Designer

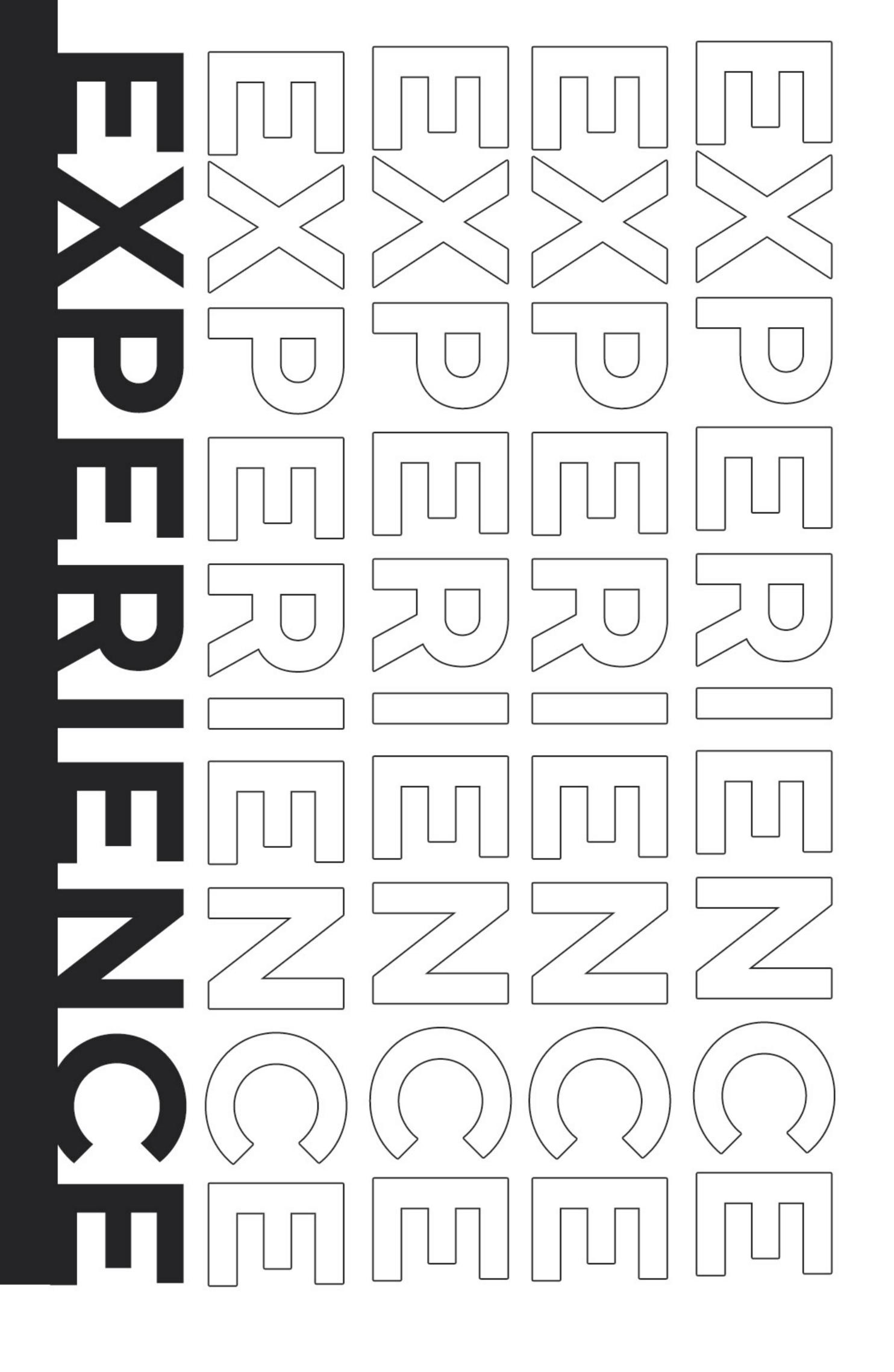
My role includes everything digital design related. Working close with the multi-channel team, liaising with Marketing, Design, Content and Brands also. I have worked closely with brands such as Osprey, The North Face, Adidas and Berghaus, creating campaigns for new products released and seeing through from brief to end. I am fully trained on the Illustrator, Photoshop and Indesign as well as other software for coding such as sublime. I have a google drive full of work I have done in the past ask and I will send the link to you. On a day to day basis, I create emails, work with code, banners, social, campaigns etc. I am used to working in a fast-paced environment where things change day to day, I am a creative person and enjoy new challenging projects. I am also happy to say I am a JD foundation Ambassador, where I work closely with the charity Salford Foundation.

June 2015 - September 2017

Acceler8 Media | Lead Creative

I had to speak with my company directors on a day to day basis, along with my colleagues and also liaise with clients and brands. I believe I have great interpersonal skills because of this. I have had difficult and sometimes fussy clients to deal with and managed to build up a strong bond between me and the client. I can work well as part of a team, open to discussion but will always argue my point when I feel strongly about something. I was also elected as the course representative when I was in university because of my strong interpersonal skills and ability to speak and listen to others. I have extensive knowledge on making sure work is ready for print, although most of my work has mainly been digital, I used CMS Wordpress everyday I updated and created website.





I live and breathe design! I love getting stuck into a new creative and immersing myself into the task at hand. I have over 7 years working experience in the digital world and have moved with the times to make sure I am well equipped and upto date with all the latest trends and software. I am extremely friendly and work well with others, I take criticism and critique well also. Ever the perfectionist and always get my assignments delivered on time and to a high standard. On a day to day basis, I have created emails, worked with code, banners, social, campaigns, motion design etc. I am looking forward to enjoying any new challenging projects that come my way!

Adobe Illustrator

Adobe Photoshop

Figma Adobe Indesign



Adobe After Effects Wordpress