

NATALIA

Graphic Designer

Curriculum Vitae JONES

Key Skills:

- Production Proofing and Refinement
- Proficient with UX/UI
- Adobe Creative Suite
- Vector & Bitmap
- In-House & External Branding

Workplace Strengths:

- Enthusiastic about Developing New Skills
- Independent and Collaborative Experience
- Clear Communication with Clients and Staff
- Efficient under Pressure and Deadlines

Additional Achievements:

- University of Lincoln, Excellence Scholarship
- AutoCAD Level 1 Certificate
- Built a High-End PC for Freelance Work
- Piano (Grade 8 Level)

Summary:

Graphic Designer with 6 years of industry experience, including both in a corporate team and freelance. My expertise lies in finding unique selling points in my concepts and consistently delivering them with sharp attention to detail. I am most competent with the Adobe Suite, chiefly Illustrator, and Photoshop, with some experience in other programs such as InDesign, After Effects, and Premiere Pro. Additionally, two of my previous roles included responsibilities in web design and social media management, which also gave me a better understanding of how to curate a company's online digital footprint. While I have a strong foundation, I am always comfortable taking on new challenges outside of my current expertise, and expanding what I can to stay competitive and current in the design space.

Work Experience:

PF Concept - Graphic Designer

5 Years

Preparation and finalisation of client artwork before production, identifying and resolving potential complications. Extensive use of Adobe Illustrator, working with both vectors and bitmaps. Proofing of artwork for many high-profile clients. Achieving 17% fewer amendment requests than the department target, while not the fastest, consistently the most efficient in the Art Room.

Lateo Global Solutions - Marketing Executive

6 Month Contract

LGS is a parent company overseeing multiple firms. I was responsible for everything branded across these firms. I conceptualised and overhauled each unique brand identity and website, using the Adobe Suite and Microsoft 365. I also created professional content for these audiences, including corporate presentations, social media, email campaigns, and printed publications such as brochures and leaflets.

Ditly.uk - Graphic Design Assistant

1 Year

Managed social media/email accounts and produced statistical analytics for several clients. Learned to create and maintain websites using WordPress, in addition to optimising SEO. Created logos and branding for new clients and executed multiple advertisement campaigns.

Freelance - Branding & Assets

3 Years

Independently, I design various digital assets and branded templates that serve as a source of supplementary income. This has been an excellent outlet for creativity and refining my expertise.

Education:

Priestley College

Graphic Design Extended Diploma - D* D*D
ICT BTEC - D*

Blackpool Sixth Form

AS Levels - ICT, Sociology, English Literature,
Extended Project

Hodgson Academy

11 GCSEs (A* - C)
Including English, Maths, Art and ICT

Additional Work Experience

AJUK Chartered Surveyors - Surveying Assistant
Gold Medal Travel Group - Design Assistant

References:

Gary Edwards (Director, Lateo Global Solutions)
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Martyn Ashman (Art Room Lead, PF Concept)
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