

# SAMMISOPHIA

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Graphic Designer  
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## SKILLS

InDesign	● ● ● ● ●
Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ○
After Effects	● ● ● ○ ○
MailChimp	● ● ● ● ●
Dotdigital	● ● ● ● ●
Microsoft Office	● ● ● ● ○
Photo Retouching	● ● ● ● ●
Figma	● ● ○ ○ ○

## EDUCATION

2013  
**Shillington College**, Graphic Design  
*Graduated*

2012-2013  
**Northumbria**, Graphic Design,  
*Transferred*

2011-2012  
**Newcastle College**, Foundation Diploma in  
Art and Design, Graphic Design,  
*Merit*

2009-2011  
**Stonyhurst College**, A Levels  
*IT (A), Art (B), English Lang (B)*

2008-2009  
**Stonyhurst College**, GCSE's  
*10 GCSE (A-C)*

## INTERESTS



## PROFILE

I am an enthusiastic Graphic Designer with a keen eye for detail. I work full-time at Beauty Works but I freelance in the evenings as I love to challenge myself and keep my mind as creative as possible. I thrive in new environments and love to see how far I can push my ideas whilst following any guidelines and requests. I was fortunate enough to have the opportunity to work and travel overseas for three years which has hugely influenced my work and lead to proving on many occasions that I'm not just a one trick unicorn.

## EXPERIENCE

January 2023–Present

### Creative Lead

*Trinity Create*

Leading the design team and working closely with the entire marketing team and direct communication with clients to deliver elevated designs whatever the brief may be. Clients include Elite Aesthetics, Three Wrens Gin, Astralpool, The Hair Extension Group, Silverdale Bathrooms, Youngs Group, Optimum Pay Group and many more.

Key achievement to date;

- The successful redesign of The Hair Extension Group branding to bring it in line with trends and competitors and create clean, consistent branding.

June 2018–January 2023

### Creative Manager

*Beauty Works*

Key roles include; overseeing all design projects - from conception to delivery, reviewing other designers' work to ensure kept to a high quality standard, designing original marketing tools for print and web, leasing with suppliers and manufacturers in China and Europe, product design, coordinating photoshoots, image retouching and designing newsletter campaigns for B2B and B2C, social media scheduling and event planning.

Key achievements include;

- Helping the Instagram following grow from 250k to nearly 900k.
- Designing from concept to creation, over 15 award-winning products, including 'Most Grammmable' product at the ASOS Beauty Awards 2020.
- Creating templates for the graphics team to use to improve work flow and brand consistency.
- Redesigning the entire Beauty Works brand identity and new website.
- Working to extremely tight deadlines
- Working with celebrity/influencers such as Molly-Mae and Ekin-Su to create award-winning, sell out products.

August 2018–November 2019

### Senior Graphic Designer

*Beauty Cutie*

Key roles include; overseeing all design projects - from conception to final designs in various print and digital medias including social media, web design, print design, photoshoots and image retouching.

Key achievements include;

- Creating a brand identity and product for Fern McCann.
- Working on a start up brand and watching its growth each month.
- Working alongside the marketing exec to grow the Instagram following from 0 to 30K in less than 6 months.

Jan 2018-June 2018

### Lead Graphic Designer/Digital Marketing Assistant

*John Spencer Textiles/Ian Mankin*

- Working for a textile manufacturer and retailer on the Graphic Design and Digital Marketing elements of the business.

2013-Present

### Freelance Graphic Designer

*Various briefs*

- Including everything from logo design, web design to image retouching and social media marketing tools across a range of channels and platforms. This teaches me a lot about time management and self motivation.