

Vicky Charles

Graphic Designer | www.vickycharles.design

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Graphic Designer

I'm a friendly and motivated Graphic Designer with over four years of experience developing engaging brand-led designs for a broad range of brands. I deliver creative and effective solutions for a range of platforms working from brief to completion. I love to get involved in tasks that help the wider team and aiding in being part of a cohesive team!

My critical skills include:

- Print & Digital Designs
- Brand Consistency
- Convey Creative Ideas
- Typography
- Brand Design
- Eye for Detail
- Adobe Creative Cloud
- Powerpoint

Experience

Vicky Charles Design | Freelancer

November 2020 - Present

- Collaborated with several clients to develop concepts for their unique logos and branding, then finalised the designs.
- Devised easily editable poster template, contributing to Open Circles' increase in members.
- Designed a sets of illustration based banners working in a range of ratios for different social media.
- Formalised redesign for a Twitch page, including logo, about banners and camera overlay resulting in the channel appearing more professional and dramatic follower increase.
- Designed logo, branding and Thank You card for Esty store Resin Repository contributing in the shop regularly selling out of products shortly after re-stocking
- Produced social media content with the marketing team aiding in the company's growth on Facebook, Instagram, LinkedIn.
- Enhance designs on Figma for website redesign, working with UX/UI designers and developers.
- Developed and created UX/UI focused website, achieving a platform to showcase portfolio.

8 Billion Minds | Graphic Designer (Volunteer)

January 2018 - November 2020

- Conveyed with the marketing team and understood the team's needs, proactively developing ideas and concepts.
- Designed a logo by turning a complex concept into a compelling visual, which presents a positive impression of the company.
- Developed logo and brand guidelines, including colour, fonts and the icon style and how to follow them.

Hostess | Porthaven Care Home

February 2020 - October 2020

Waiting Staff | Levy UK

April 2019 - February 2020

Seasonal Packer | Biscuiteers

September 2019 - December 2019

Retail Sampler | REL Field Marketing

December 2018 - July 2019

Venue Staff | Staffordshire University Students' Union

September 2015 - May 2017

Education

M.A (Merit)

2016-2017

B.Sc (2:2)

2013-2016

Production Design

Film Production Technology

Staffordshire University

Staffordshire University