

Rebecca Wood | Graphic Designer

PROFILE & SKILLS

I am a creative, hard-working Graphic Designer who is always happy to take on new challenges and tackles projects with a positive attitude and loves to work as part of a team; whilst confident in taking on independent projects. I believe as creative people we should always be willing to learn and develop new skills to keep up with latest design trends - learning is key to good design. I have a strong ability to communicate ideas clearly to a wide range of people - be it Marketers, Designers or External Clients. Collaboration and constructive feedback is essential to creating user friendly experiences. I take pride in making sure whatever I design is on brand and consistent, this eye for detail helps contribute into making a company successful and recognisable. I am experienced in a wide variety of tools and software including Adobe Creative Cloud (Photoshop, Illustrator and InDesign), CMS Systems such as ZMags and E-Commerce Web Platforms/CRM, where I am experienced in using Salesforce Commerce Cloud. I have a strong understanding of Photography where I have assisted in various photoshoots for major POS and Social Campaigns. Other skills I utilise in my job are Illustration and strong Art-working abilities. I Enjoy listening to new opinions and creative ideas, the good and the bad. I am a friendly northern lass who is approachable, consistent in everything, very punctual and finally I believe I would be a valuable member of your team!

QUALIFICATIONS

Sep 2013 - July 2016 : Graphic Design 2:1 - University of the West of England (Bristol)

Aug 2012 - Aug 2013 : Art Foundation Diploma - Leeds College of Art

WORK

DW Sports & Fitness First: September 2016 - Present: Graphic Designer (current role)

I have worked for DW Sports & Fitness First for over 4 years now, So I have a wide variety of responsibilities and duties that include developing Core Campaigns, Seasonal POS designs and concepts whilst working to tight deadlines. On the digital side I create and manage the CRM Emailers and Newsletters to which are a huge part of my daily work tasks. Other daily tasks also include creating digital banners and tiles for the web and Social Media channels.

Most recently I was involved in the development of the CRM Email guidelines for Fitness First (the leisure gyms) where I created many email templates and rules to keep brand consistency. Working across both companies has given me great knowledge of the Retail and Leisure Industries working on a wide variety of projects, I know the company inside and out!

Before DW Sports went into administration, I was also responsible for making sure all assets on the retail site were up to date and on brand through out. I worked on many CMS pages using ZMags creator for many of our launches with brands such as Nike, Adidas, Under Armour and New Balance, this has given me a good understanding of UI and UX design - however I am eager to develop my skills further.

RSA Design Awards: March 2016 - Won 3rd Place Award 'Highly Commended':

Moving Pictures: "Live With Less" McFox's Journey, Animation Short.

A LITTLE MORE ABOUT ME

As well as my professional work I love to illustrate working in my own style, using mixed media but mostly the stippling technique with ink and paper. I am hugely inspired by the Art Nouveau movement and Gothic Styles which you will see in my illustrative work. I hope to one day sell my prints and expand my work into a brand. My Instagram account @bystarlightdesign showcases all my latest designs as well as featuring on my online design portfolio for both my professional and personal artwork.

Inspired by: Alphonse Mucha, Aubrey Beardsley and Eyvind Earle

Also Inspired by: Art Nouveau, Architecture and Gothic Literature.

Graphic Design rule: Good design, when done well, becomes invisible.

Relax Time: Long walks, Candle making and Craft Beer!.