

Employment

Felix&Friends

LONDON

Mid-Weight Graphic Designer / May 2023 - Current

- Brand and Digital Designer, serving as the creative lead on various visual identity projects for luxury global brands; spanning the lifestyle, corporate, property, and fashion sectors.
- Overseeing the wireframing, design and prototyping of various UI & UX projects within Figma. Co-operating with internal web development and UX team to develop the most effective solutions for various user groups.
- Collaborated closely with the Executive Creative Director and Senior Copywriter to provide Art Direction for numerous creative briefs, ensuring alignment with brand vision and objectives while maintaining consistency across all visual elements.

Unearthed

REMOTE

Lead Graphic Designer / November 2022 - May 2023

- Supported the founding team members in forming the groundwork for a permanent in-house creative team, helping to lessen the studios reliance on outsourcing to freelancers and external agencies.
- Led the design team in the creation of visual identities for cutting-edge brands within the Web3 and sustainability spaces. Continual collaboration with the strategy team ensured alignment between messaging, tone of voice, and creative direction; resulting in revitalised brands that effectively communicate their core values.
- Established the brand identity for the newly launched Unearthed Agency, including a brand suite, website, guidelines, and social media assets.

Indigoross

SUFFOLK

Mid-Weight Graphic Designer / June 2020 - Nov 2022

- Spearheaded the creative team in an in-house re-brand initiative for Indigoross and two of it's sister brands. This contributed to an increase in online lead generation and improved brand recognition through a strong and active social media presence.
- Created multiple successful re-brands for local and nationwide clients over an period of 18 months by designing bold and innovative digital solutions. This resulted in ongoing collaborations and monthly retainer packages for social media and marketing content.
- Responsible for the creation and management of brand/marketing campaigns for prominent clients, from concept to final deliverables.

Junior Graphic Designer / May 2017 - May 2020

- Revitalised global logistics firm Seafast's visual identity system, which included branding for a fleet of vehicles, container ships, internal POS, and multiple global marketing campaigns.

Jacob Bailey

LONDON & IPSWICH

Graphic Design Intern / Nov 2018 - Feb 2019

- Designed POS material in collaboration with 4 in-house Graphic Designers for national brands such as Greater Anglia, Greene King and SodaStream. The POS created for Greene King was later featured in pubs and venues across the country.

Education

University of Suffolk
Ba(Hons) Graphic Design
and Communication

1st Class Honours Degree

West Suffolk College
University of the Arts
London Extended Diploma
in Graphic Design

Triple Distinction

*Intimate design workshop
led by David Carson*

Awards and Recognition

University of Suffolk
Outstanding Award for
Creative Technologies

Jacob Bailey
Design Innovation Award

Qubic Design
Outstanding Academic
Achievement Award

Unlocked 2020
Portfolio Showcase

BBC Big Weekend
Competition Finalist

Tools and Technology

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Premier Pro
Adobe XD
Figma
Wordpress
WPBakery
Visual Composer
CSS
HTML
Social Media