

I am an experienced Graphic Designer with over 20 years experience. I have a varied portfolio of design work for print and digital platforms.

My work covers a wide range of design for print within retail and higher education including: brochures, catalogues, point-of-sale material, external advertising, exhibition displays, direct mail, packaging, corporate identity/branding and its application, marketing campaigns and advertising for magazines and newspapers.

I have experience in creating assets for digital platforms including: social media, online advertising including animated banners, website concepts and assets, also a digital magazine app using MAG+.

My experience has been gained working within in-house studios, an agency environment and as a freelance designer. I am happy to work as part of a team or as an individual who is confident in taking a client's brief from initial concepts through to final designs with a friendly and professional attitude.



Assets created for web pages, eg headers, in-line images or banner advertising



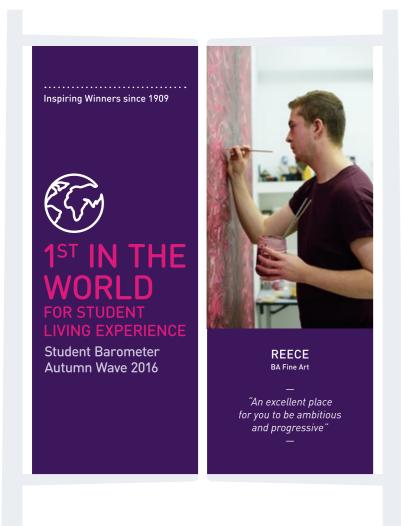
Assets created for social media, eg Facebook, Twitter, Instagram or Snapchat

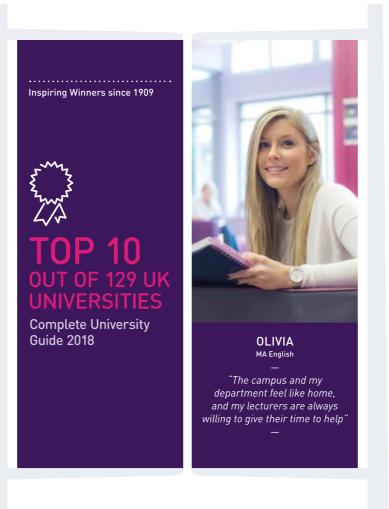


Designed for print, eg brochures, leaflets, external display or exhibitions



Animated for social media or webpages as gif files







Lamp post banners.



Billboard poster.







Billboard poste









University accolades





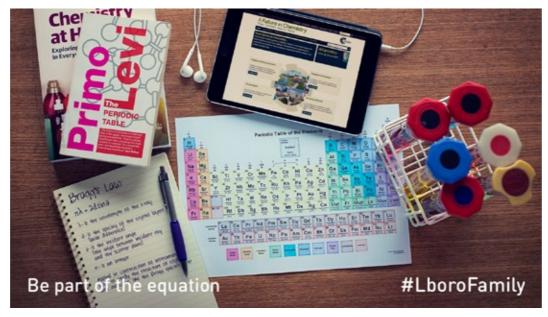


Loughborough University student recruitment

Social media (Snapchat, Instagram, Twitter, Facebook) and email campaign for building student engagement up to the clearing process.

Supporting web chats and online Q&A sessions for Chemistry, Drama, English, Electrical Engineering and Geography departments.























Social media, website banner advertising, email blast and countdown messaging for student engagement and building the #LboroFamily message.





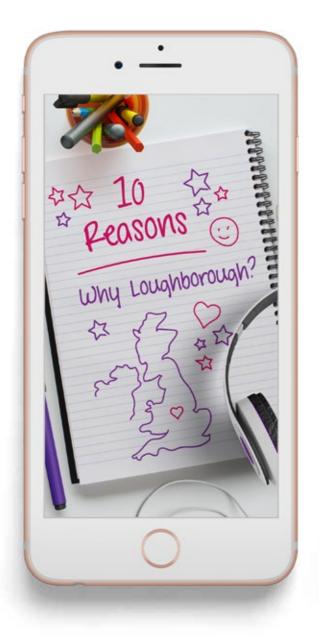




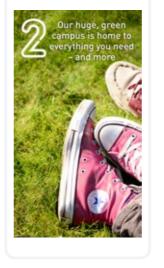


Loughborough University student recruitment

Social media Snapchat story for student recruitment and engagement campaign.



























Employer engagement brochure for Loughborough University London.

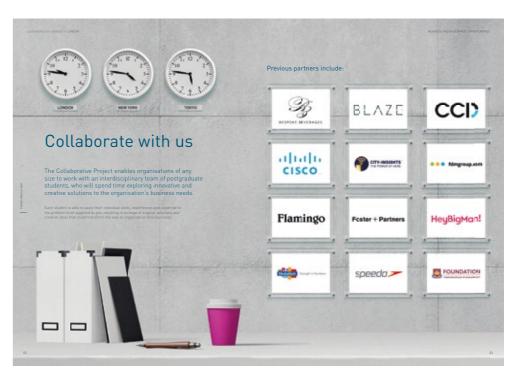


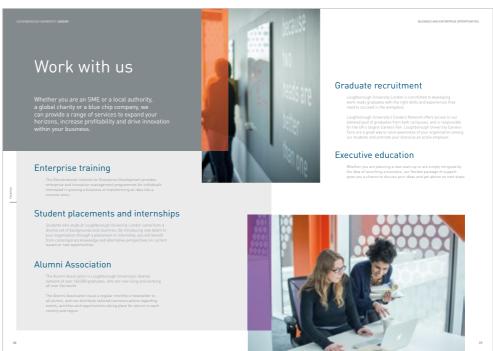






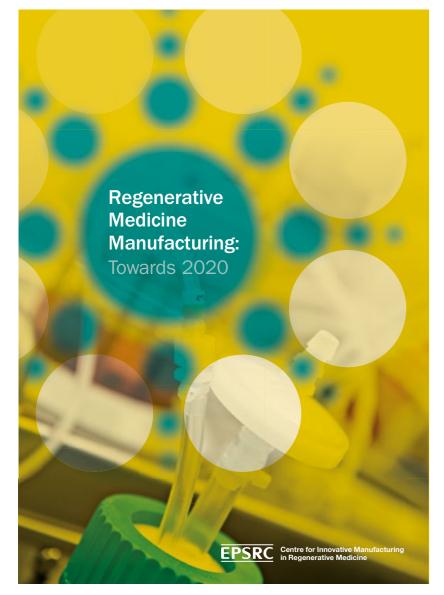






Loughborough University brochures

EPSRC Centre for Innovative Manufacturing in Regenerative Medicine – yearly report brochure



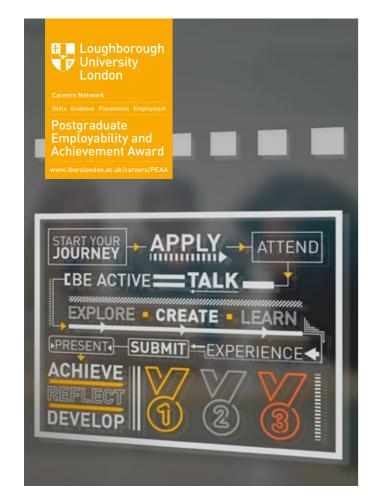






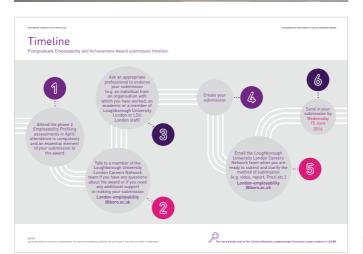














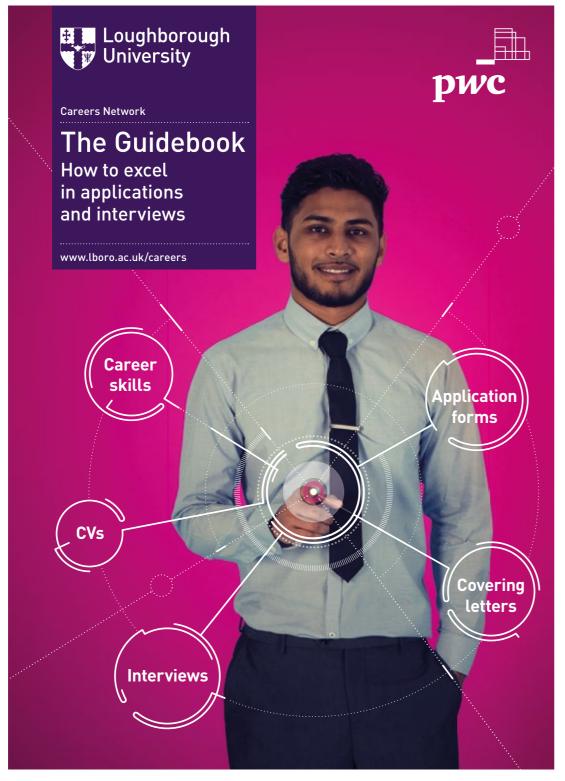




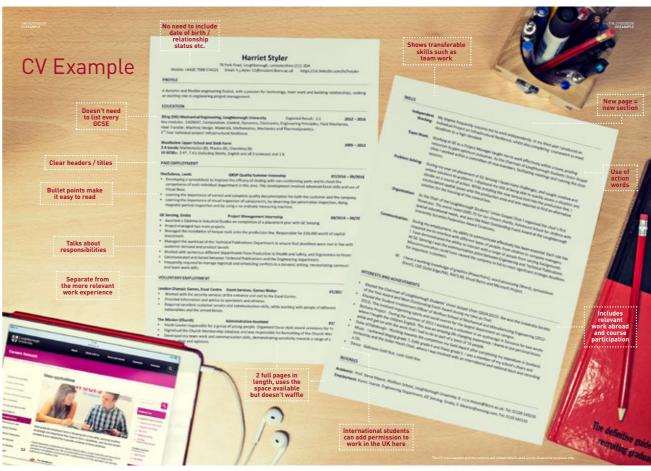


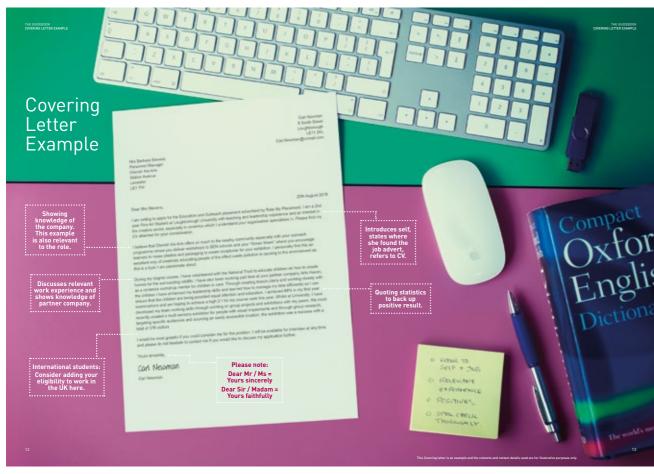
Loughborough University Careers Network

The guidebook, how to excel in applications and interviews brochure.





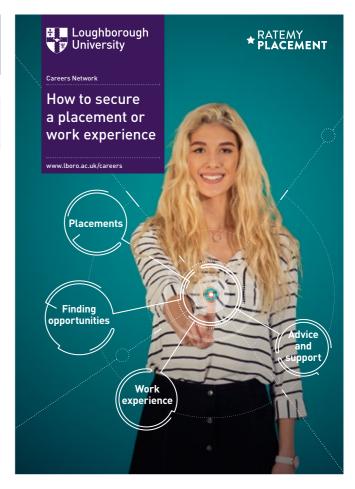






Second brochure in the series for Careers Network, How to secure a placement or work experience.



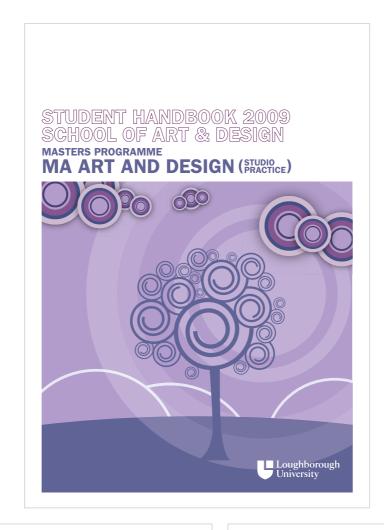


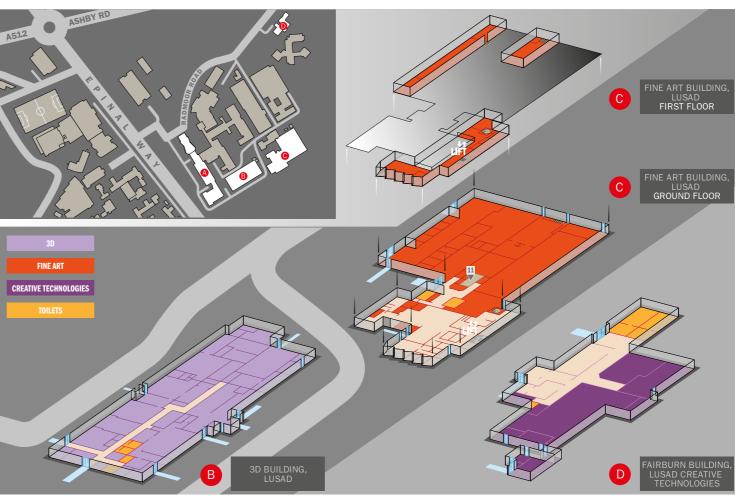


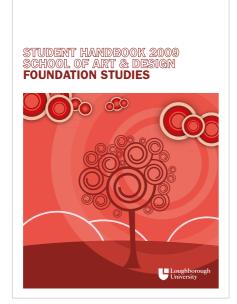


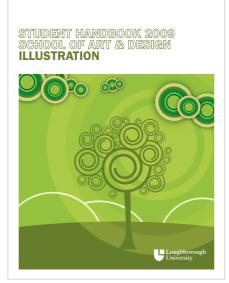
Loughborough University School of Art and Design

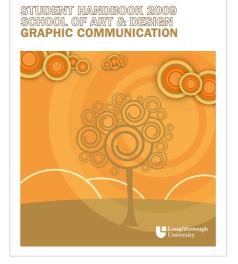
Loughborough University School of Art and Design course handbooks, including illustrations for department and campus layout.



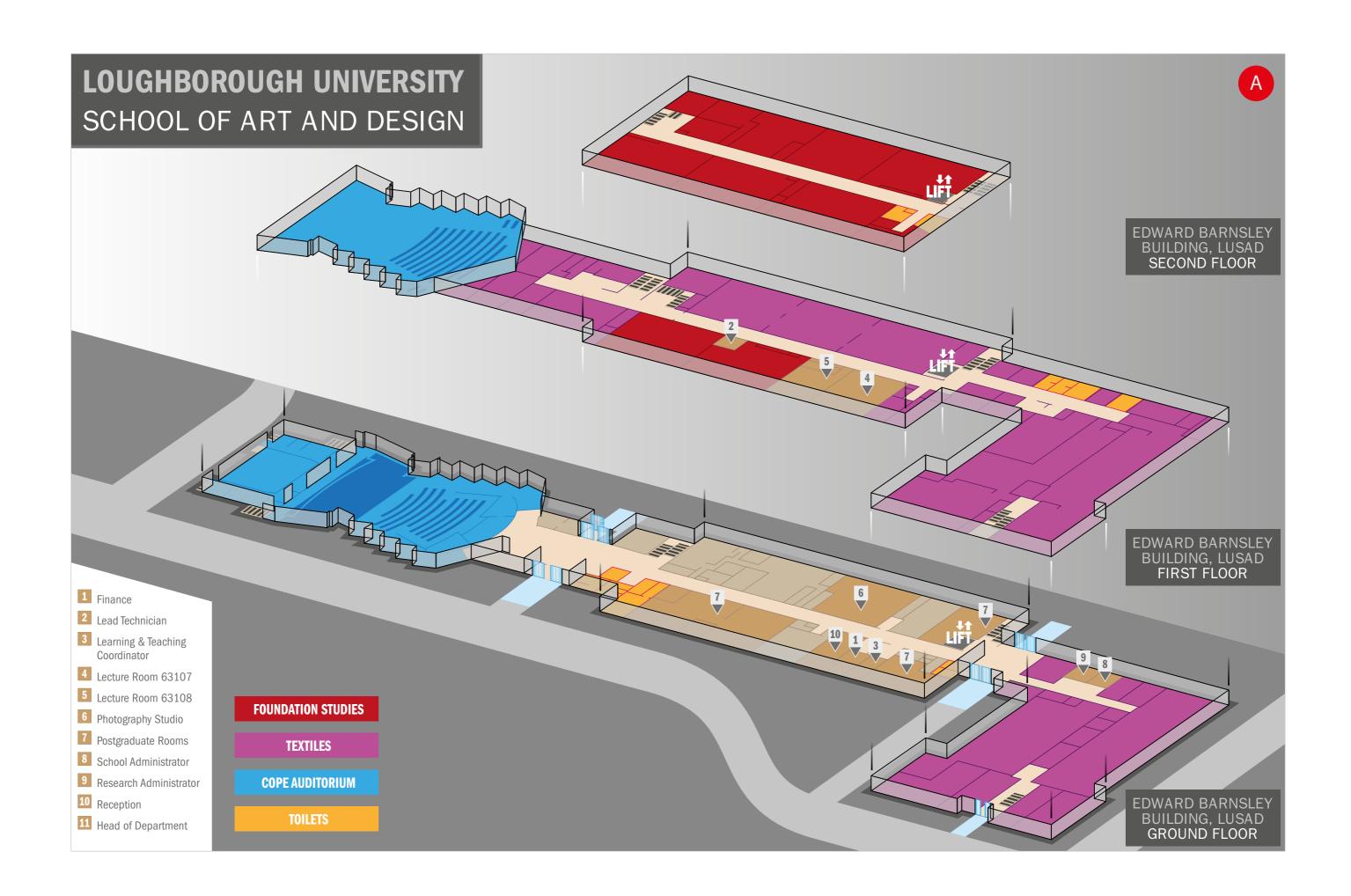












Faith in Families

Annual review brochure for Faith in Families adoption agency, external client of Loughborough University.







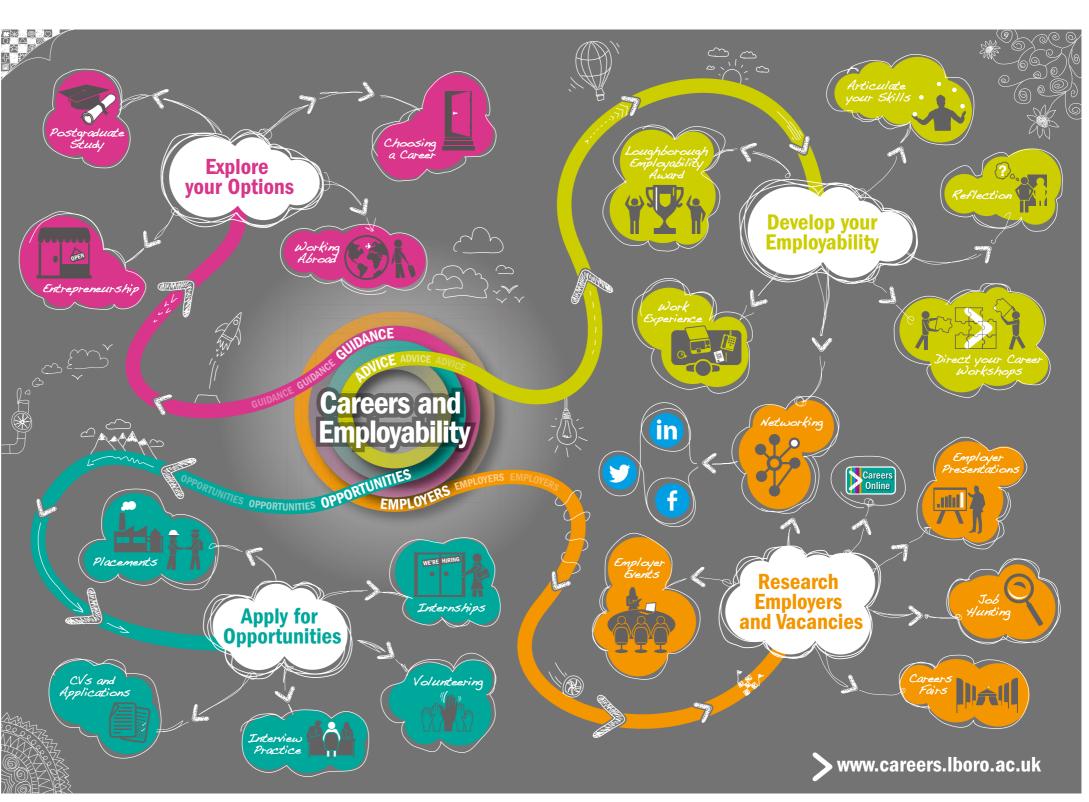




Careers Network - Guide to services brochure and double page spread advert.





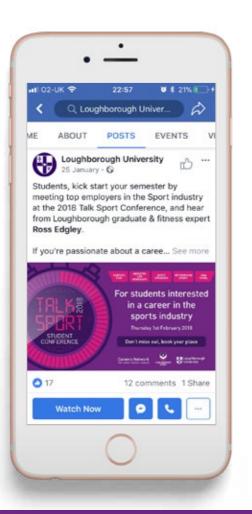


Loughborough University Careers Network

Talk Sport 2018 conference and careers fair, assets created for both digital and print.



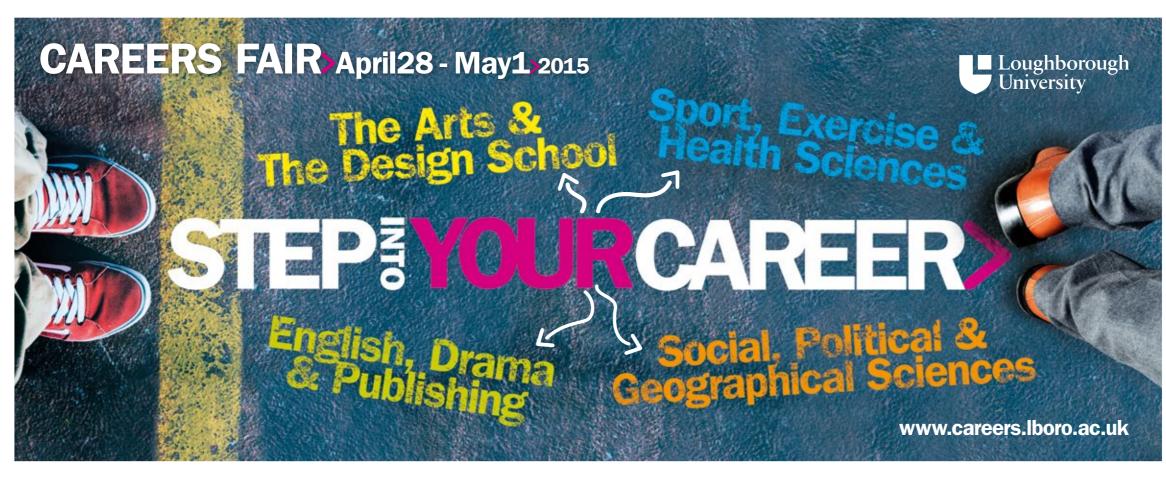


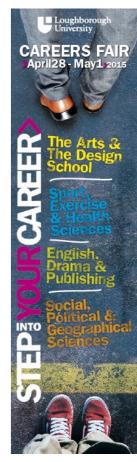






Student 'Step into your career' careers fair, assets created for both digital and print.









Loughborough University careers fairs, digital assets and printed collateral.



















Loughborough University Careers Network

Loughborough University Careers Network promotional suite of digital assets and printed collateral.









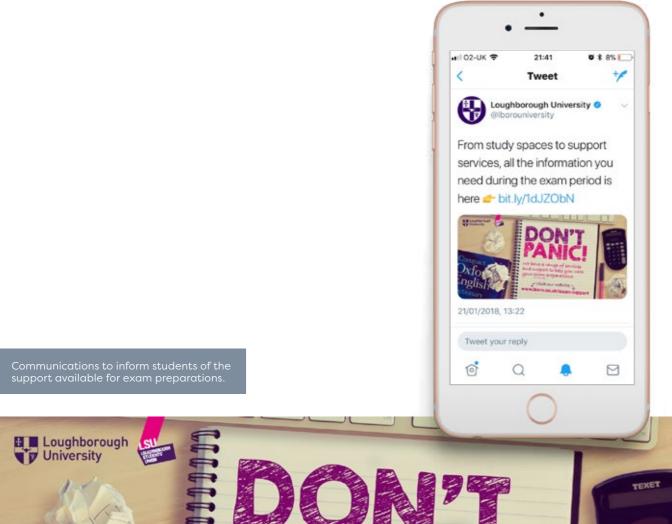








Loughborough University communications

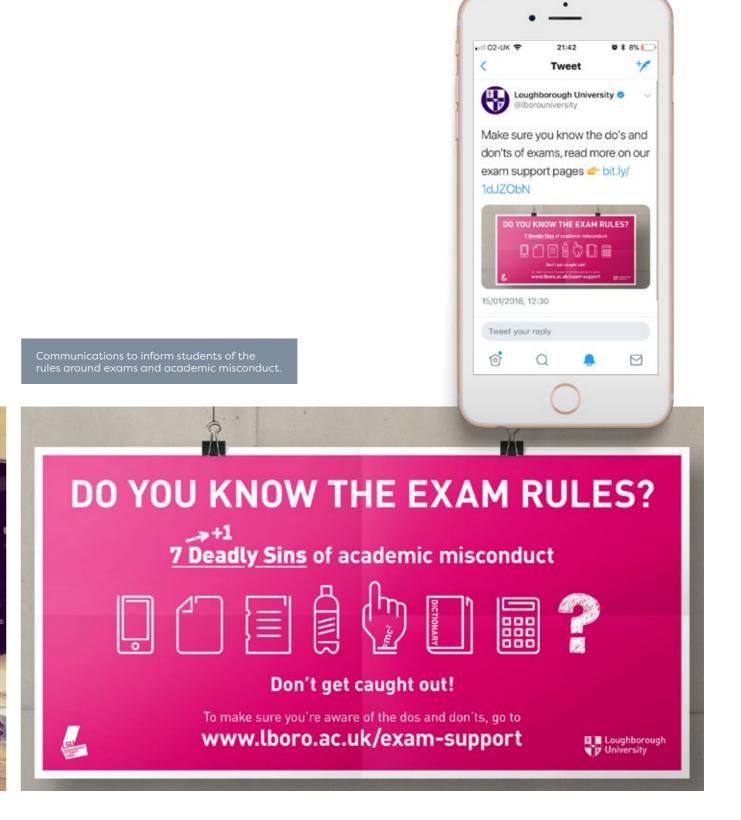


and support to help you with

F visit our website 2

www.lboro.ac.uk/exam-support

your exam preparations.







Loughborough University communications



Communications to remind potential students of the UCAS deadline dates for university applications.







Loughborough University communications



Communications to inform staff and students of the availability of free training resources.



Free technology, business and creative skills video tutorials for staff and students











Snapchat templates setup for the social media team to create their own content for events.







#1 02-UK 🕏



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Tweet

We wish the best of luck to our AU cycling team who are in Manchester for the National

#TrackChamps on our snapchat

Championships 32.32

today: 🗶 Iborouniversity

Follow the team at

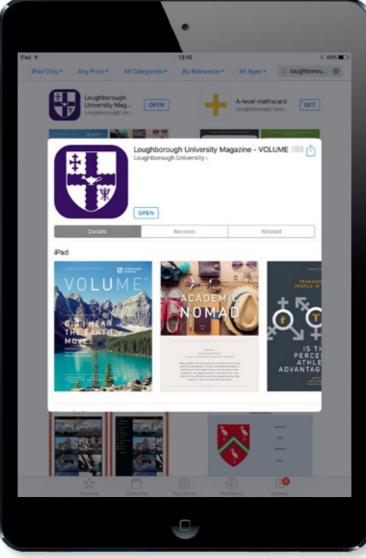


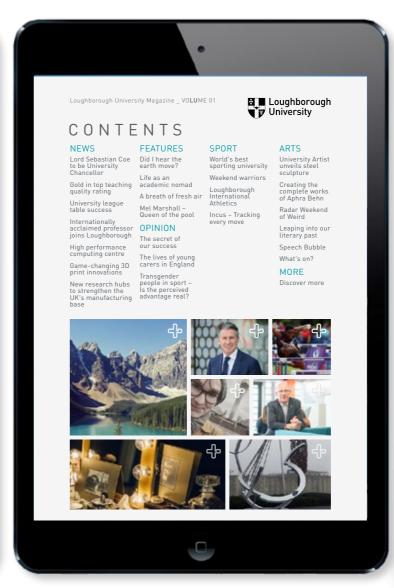


Loughborough University digital magazine - VOLUME

Top tier digital magazine platform for the University. Available for tablets and mobile on IOS, Google Play stores and also PDF format.





















Many people find international travel for work tiring and time consuming. For me, international travel is a doorway to new opportunities. As an early career academic, the opportunities I have had so far as a result of travelling the world are opportunities that I believe I may not have had otherwise.

12 - 13 January

Starting in Europe



South East Asia

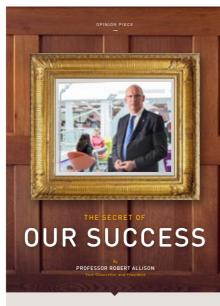


13 - 20 February On to Indonesia



12 - 16 March

Urban dreams



e includes an array of news and features that give just a flavour of Loughborough – from our pioneering research to the arts, culture and sport that are an integral part of our University. Higher education today is more expansive than ever before, so in this constantly evolving sector, how do we define what constitutes success?

The heart of a university

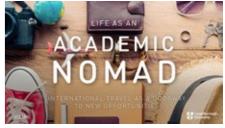


Dramatic transformation



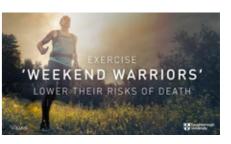












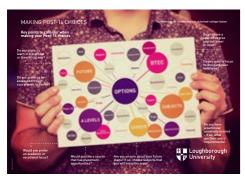


Advertising material including bus shelters.

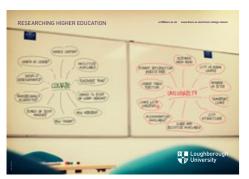
Loughborough University schools and colleges resources

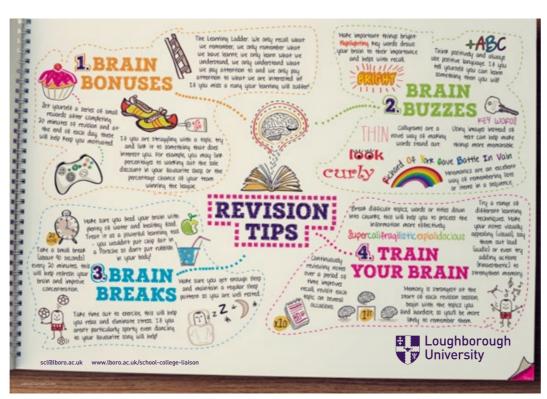
Resource materials for schools and colleges, created as printed handouts and used for website imagery.











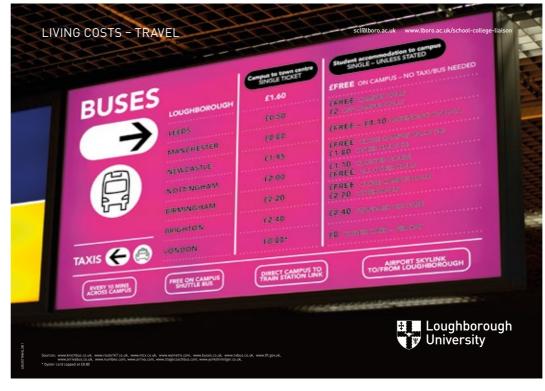




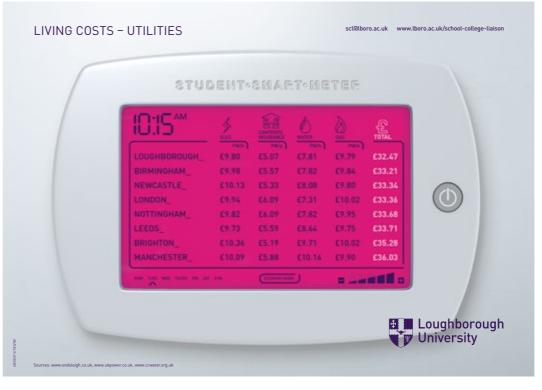














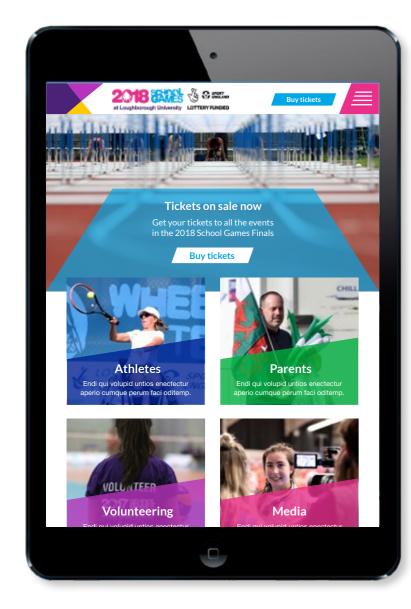


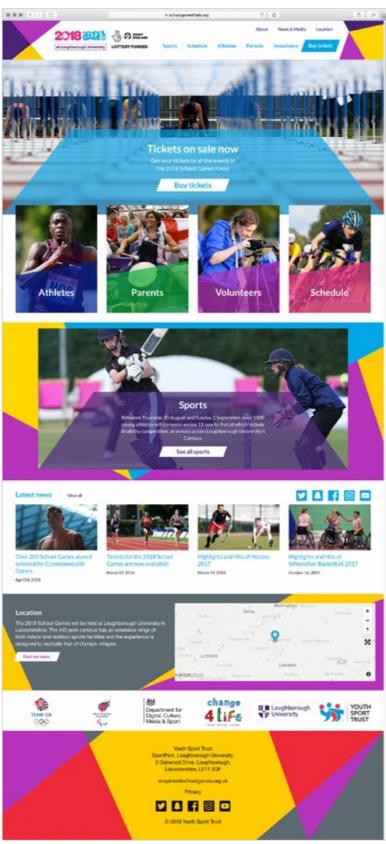




Loughborough University School Games 2018 website

Concepts, pitch and design of the School Games website 2018 (schoolgamesfinals.org), using sketch software.





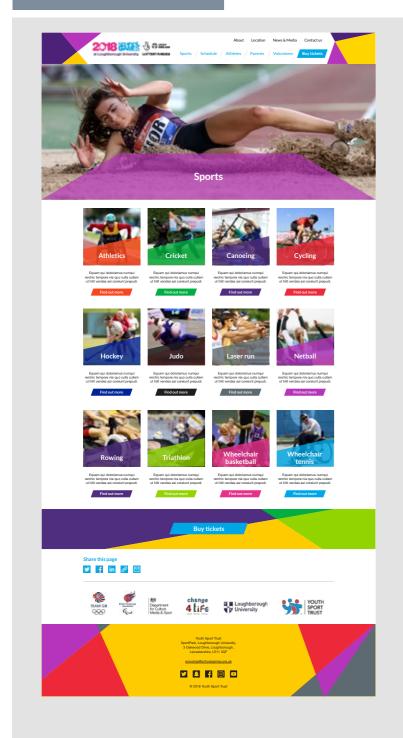






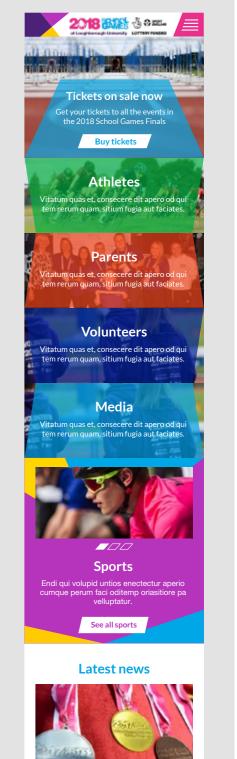


Sketch concepts for website pages for desktop, tablet and mobile.

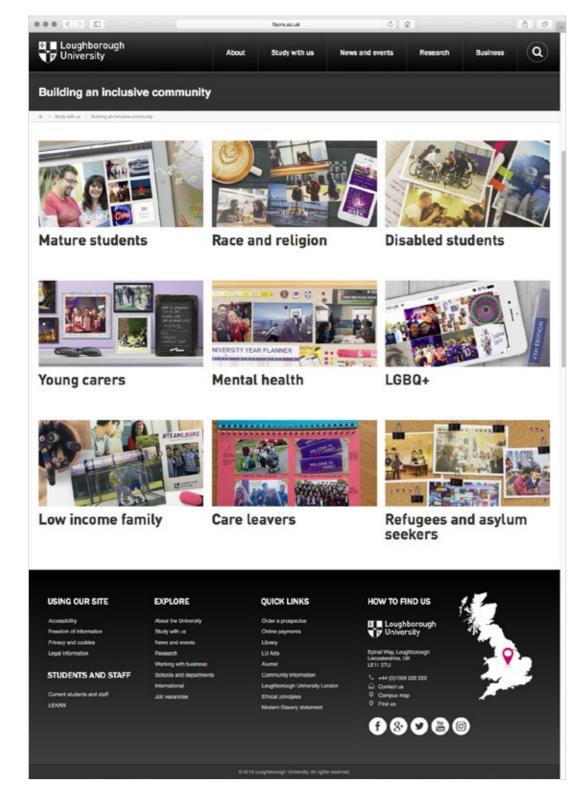








Images created for inclusive community website headers









Web





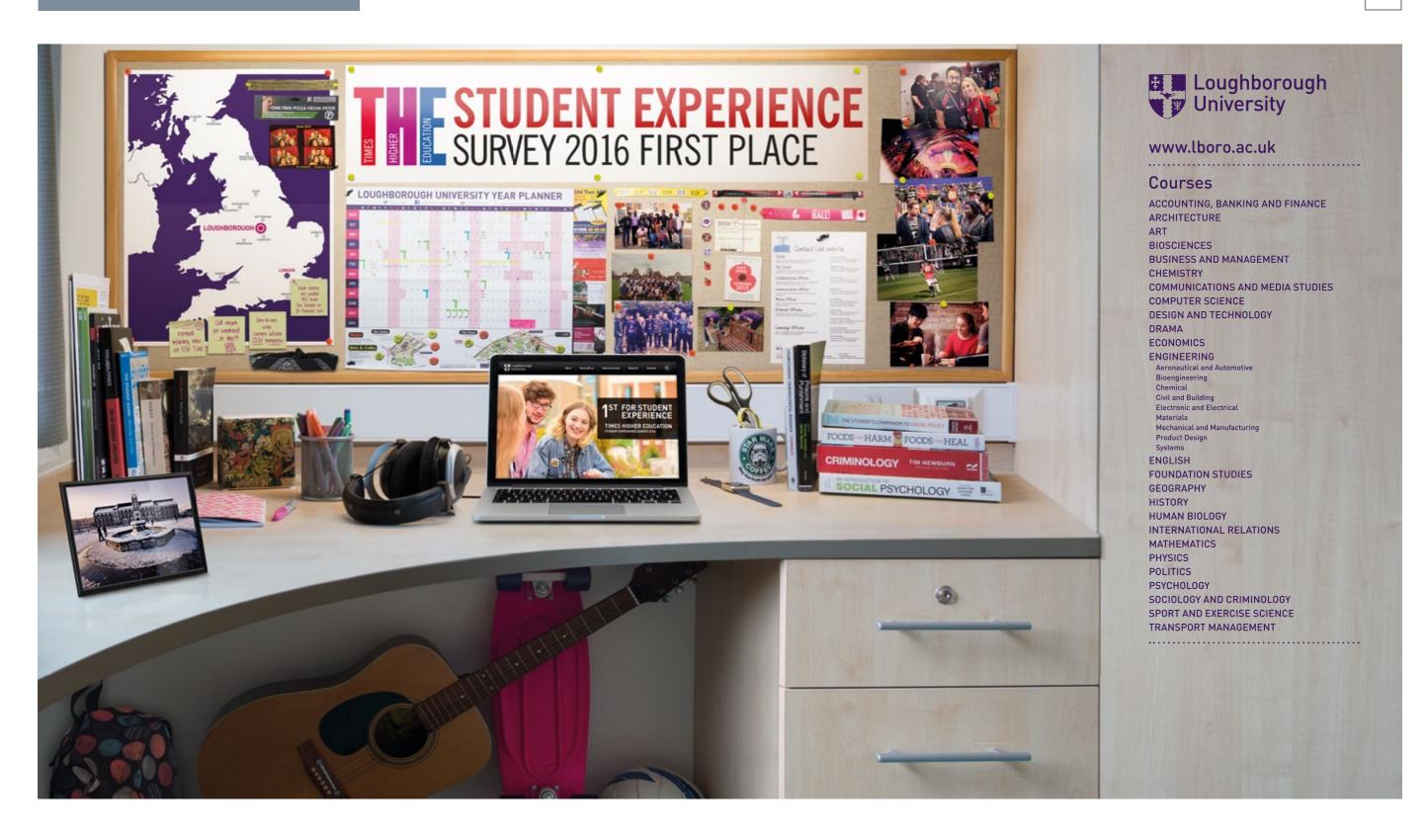








Backdrop display for UCAS higher education exhibitions.







Subject areas

Accounting and Finance

Architecture Art

Biosciences

Business and Management

Chemistry

Communication and Media Studies

Computer Science Design and Technology

Drama

Economics

Engineering
Aeronautical and Automotive

Product Design Engineering Robotics Systems

English

Geography

History

International Relations

Mathematics

Politics

Psychology

Sociology and Criminology

Sport and Exercise Science

Transport Management

User Centred Design

Decathlon

Decathlon spring promotion, including brochure, posters, in-store point-of-sale and external advertising.















Decathlon billboard, local and national advertising, plus email blast.





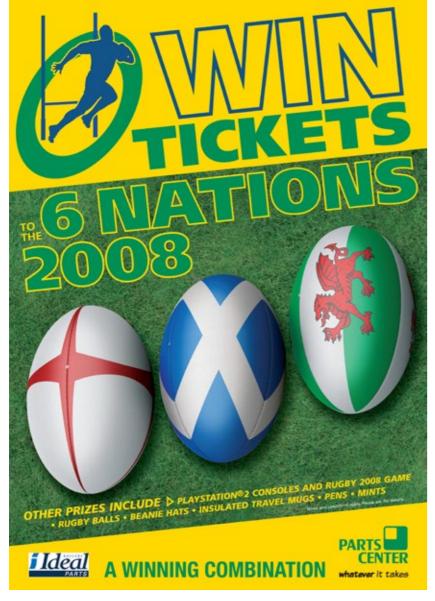






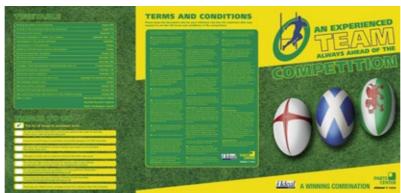


Parts Centre promotion including posters, point-of-sale, scratch cards, staff information pack and branded merchandise.











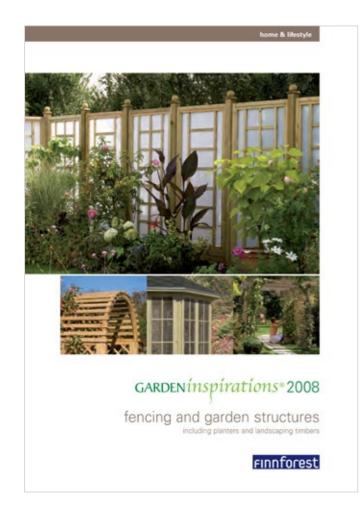






Finnforest

Finnforest fencing and garden structures retail brochure









Finnforest corporate strategic partnership brochure.



