



Katie Parsons

Graphic Designer

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Profile

A self-motivated, award winning and proactive person with an eye for detail, creativity and design.

Strong communication skills with the ability to build effective relationships with clients, colleagues and management.

Highly organised and able to multi-task and prioritise work while constantly delivering high standards. Able to work independently but also enjoys working in a team. Seeking a new challenging role in a job that allows progression and inspires me.

Skills

- Confident in the entire Adobe Suite and the quality of work I deliver whilst using it. Well practiced in Microsoft Office.
- Experienced in working in both digital and print based projects.
- Strengths are in idea generation, illustration, editorial design, creating social media content, motion graphics (using both Premier Pro and After Effects), visual identities, image retouching, attention to detail and typography.
- Answers briefs but also takes them into new directions with innovative ideas. Embraces feedback and eager to broaden skill-set further.
- Communicating to colleagues and delivering presentations is something I am well practiced and proficient in.
- Works well under pressure and has the ability to multi-task various projects, happily working extra hours to ensure deadlines are met.

Experience

• GRAPHIC DESIGNER

Bondara

June 2021 - Present

Responsibilities include: creating content for the website / designing content for social media / email design / brainstorming marketing ideas / helping to maintain brand consistency and tone of voice / competition graphics / designing branding for some of Bondara's sub-brands and product ranges

- Creating engaging and captivating email designs and concepts
- Assisting with the design of the website
- Known for my new and interesting creative ideas and angles
- Started my own series on social media of infographic styled illustrative posts that have performed really well on all platforms
- Works to design briefs as well as being given the freedom to create my own ideas
- Organises and plans time efficiently but also adapts well when handed urgent tasks

• CREATIVE MEDIA ASSISTANT

CLAAS U.K, Saxham

June 2019 - April 2021

Responsibilities included: designing corporate brochures and handouts that have been used worldwide / creating animations on After Effects / infographics / social media content / filming / post-production editing on Premier Pro / pitching new ideas

- Practiced in both print and digital design
- Gave me experience in designing to corporate guidelines
- Filmed and edited video content, took company photographs
- Multitasking various projects and deadlines

- **FREELANCE DESIGNER**

Various clients

June 2019 - Present

Responsibilities include: logo and business card design / creating social media content / giving creative advice and ideas to boost their brand / wedding stationary / illustrations

I sourced all clients myself through recommendations, social media and networking, all from a wide range of professions.

- **FREELANCE BRANDING DESIGNER**

Apparition Marketing and Design

December 2018 - May 2019 (alongside degree)

Worked on several briefs for the design agency *Apparition* for clients such as Smilk, Brampton Willows, UsFolk as well as designing the visual identity for the owner's new personal brand MamaDuk.

- **EDITORIAL DESIGNER**

Bounce Magazine (owned by Apparition)

November 2018 - May 2019 (alongside degree)

Responsibilities included: Designing editorial spreads and advertisements that all featured within the magazine. Personally worked with companies such as Mamas and Papas and Bewilderwood.

- **SALES ASSISTANT**

New Look

November 2014 - May 2019

Gave experience in the field of customer service and communication. Helped customers put together outfits and delivered a friendly and unique store experience.

- **FURTHER WORK EXPERIENCE:**

Moreton Hall Gym, Bury St Edmunds

Cubiq Design, Newmarket

Jacob Bailey, Ipswich

Education

University of Suffolk

Sept 2017- 2020

1st BA (Hons) in Graphic & Communication Design

West Suffolk College

Sept 2016 - June 2017

UAL Art Foundation Diploma Level 3

Thurston Sixth Form

Sept 2014- June 2016

4 A-Levels/AS-Levels graded A-C (*English, Sociology, Art and Product Design - Graphic Design was not a subject option*)

Thurston Community College

Sept 2011 - June 2014

All GCSE's A*- C (*Including Art, Sociology and French*)

About me

- Love socialising with friends, family and colleagues
- Enjoy exploring to new places
- Creative in any outlet I can be
- Adores Spaghetti Bolognese and Chocolate
- Always wishes on 11:11
- Based in Ely, Cambridgeshire