



## CREATIVE EXPERIENCE

2016 - Present

### Advertising & Social Media, Virtus Sword School Cardiff

Working with the Cardiff chapter of Virtus Sword School in order to expand their membership and create awareness of the martial art in Cardiff. This has involved photography and video, designing and printing flyers and business cards, and co-running their Facebook page.

2012 - Present

### Design & Illustration, Redbubble.com/people/capnalfie

I have been selling my own designs through my Redbubble store for a number of years. This has allowed me to explore my own ideas and interests, as well as learn how to tailor designs to be printed on different products.

April - September 2016

### T-Shirt & Merchandise Design, Royal Academy of Dance Enterprises

I was asked by the RAD to create the identity for their 2016 Summer Dance Programme to be printed on various merchandise, and consequently designed additional t-shirts for their store. These projects involved tight deadlines and working to existing brand guidelines, as well as back and forth discussion via email with the client.

June - July 2016

### Web Design, SoundEssences.com

Working closely with a small business owner I created an up-to-date ecommerce system and website, including designing and setting up a WordPress site, product photography, feature videos and copywriting. This project challenged me in many ways and gave me a great experience of working for a real client and making the necessary compromises to cater for taste and budget.

October 2012 - February 2013

### Head of ICT, LGGS School Magazine

I led the group designing and creating the pages for the 2012 edition of the school magazine, demonstrating and developing leadership and interpersonal skills by ensuring the commitment and motivation of my team of ten fellow students and keeping up communication between mine and other departments.

## WORK

2016 - Present; 2014 - 2015

Bar Staff,  
Sherman Theatre; The Old Market Tavern

June - September 2011

Administrative Assistant,  
York Bridge Surgery

## EDUCATION

2013 - 2017

BA (Hons) Graphic Communication,  
University of South Wales

2006 - 2013

A Levels AAA\*; 10 GCSEs A\*-A,  
Lancaster Girls' Grammar School

## REFERENCES

Ryan Preece,  
Course Leader

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Andrew Lovell,  
House Manager

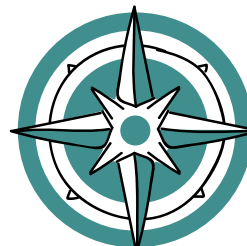
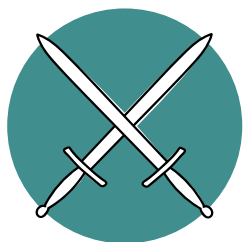
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I am a young designer with a passion for the **weird and wonderful**. I like doodling and experimenting to create **design with personality**.

I am proficient in the use of **Illustrator, Photoshop, InDesign and Dreamweaver** to develop my work from paper to screen, and have a working knowledge of **HTML & CSS**. I also have experience in **Premier Pro** and **After Effects**.

In my current university course I am taking the opportunity to expand my skill set as much as I can, from **illustration** and **web design** to **branding** and **typeface design**. I have a keen attention to detail, but always strive to find a sense of fun in my work.

Working part time alongside my studies has taught me to manage my time well in order to meet deadlines, and to work well alone, with other designers, and with other non creative people in different projects. I am excited to become part of the design industry full time and join a successful design company.



## OTHER

Full UK Driving licence, RYA Dinghy Sailing level 2,  
Guinness World Record holder!



visit my portfolio at  
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