

# Emily Gridley

Graphic Designer

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I am an enthusiastic and driven Graphic Design graduate, graduating in Summer 2023 with a 2nd Class Honours. I have a great eye for detail and creative flair, with a passion for branding designing and packaging.

I have successfully used my passion during University projects, along with own independent work, which included creating the branding and identity of a start up couture business.

I have an exceptional eye for detail, and put 100% effort in both university and personal projects.

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## Technical Skills

- Adobe Photoshop
- Illustrator
- InDesign
- XD
- Procreate (IPad)
- After Effects
- Premier Pro (Beginner)
- Glyphs (Beginner)
- Ability to work in PC and Mac

## Education

London Metropolitan University | BA Hons in Graphic Design | 2020-2023 | 2nd Class Honours

Modules include:

### Anti-Apartheid Legacy - Centre of Memory &

Learning | Industry Project - Branding

September 2021 - December 2021

- Presenting ideas and pitching to client.
- Taking feedback and editing designs to show clients preferred vision.
- Researching into the excising brand, and creating work that reflects the messages they are trying to get across.
- Being given free rain to express the ideas that I felt represented the identity they wanted to show.
- Working to a deadline and creating all outcomes in a time frame.

### Professional Practice Group | Editorial Design

September 2021 - March 2022

- Working in a group and creating a collaborative outcome.
- Presenting our ideas to large group and receiving feedback.
- Producing a product with print specific specifications, and insuring it was followed so it would be able to be printed.
- Interviewing and talking to professionals to get more knowledge of their special area.

### Final Major Project | Branding, Packaging & Advertisement

January 2023 - May 2023

- Creating a cohesive brand identity, with colour pallet, branding and items.
- Creating a logo which helps portray the ideas that the brand was trying to convey.
- Write a brief and set time frames and deadlines that needed to be stuck to.
- Create products using specific design specks that needed to be stuck to when creating outcomes.
- Taking feedback and editing outcomes so that the best possible outcomes was made.

# Relevant Work Experience

## Arthur John Couture | Logo Designer

February 2021

- Creating an individual and eye-catching logo design for start up couture business.
- Meetings, presenting and working with a client to produce their vision.
- Taking feedback and discussions from the client and making alterations to my original ideas and outcomes.
- Creating branding and theme that the business can use to establish themselves.

## The Columbo Group | Work Placement

January 2023

- Working in a professional company environment with time restraints.
- Following briefs and then taking feedback and improving initial ideas.
- Creating designs which follow along with the companies existing design identity.
- Working with multiple industry professionals at once.

## Wickford Wombats | Logo Designer

August 2023

- Meeting and presenting ideas to the client and taking on feedback from them.
- Using suggestions from client to change and adapt logo into their desired outcome.
- Illustrating and drawing the main concept of the logo.
- Following a brief that was giving with minimal information, meaning I could experiment with my own ideas.
- Working to a deadline and creating my outcome by a certain point.

## Crystal Vision Healing | Freelance

May 2023 - June 2023

September 2023 - Present

- Working closely with a client to meet their desired results.
- Help appeal and attract new clientele and viewers through the use of advertisement and thumbnails.
- Follow different briefs and deadlines and create the work in certain time frames.
- Taking feedback to enhance and improve initial ideas.
- Presenting ideas and thoughts to the client.
- Researching existing companies and brands, to see the type of outcomes that are already working and see what brings viewers in.
- Being given free rein to express the ideas that I felt represented the identity they wanted to show.
- Using a mixture of soft wears to combine techniques and methods.

## Personalised Tickets | Freelance

May 2023 - Present

- Discussing with clients what they want and then produce outcomes based on their needs.
- Taking my own ideas, and implementing them on the information that is provided to me.
- Working in a fast manor in order to produce orders quickly and efficiently.
- Using type knowledge to match type with their appropriate event.
- Keeping track of orders to make sure all are fulfilled and completed.

## Personalised Invites & Signs | Freelance

July 2023

- Meeting with clients to discuss the option and outcomes that they wanted.
- Using an already set theme to follow when making the final outcomes.
- Making sure the printing specifications are right for the correct printing sizes.
- Following strict time restraints in order to get outcomes ready to be used.

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# Additional Work Experience

## Summerhill Garden Centre | Customer Service and Sales Assistant

August 2018-present

- Greeting and assisting customers.
- Conducting customer transactions and held responsible for handling money.
- Replenishing the supply of stock on the shelves.
- Working in different size groups to help achieve and create the best results through harmonious working.
- Do problem solving when issues arise.
- Training/observing new staff to insure they are working in a good manner.
- Visual Merchandiser practice. Working closely with the VM team to execute merchandising strategies using visual displays throughout the store to contribute the store's visual appeal and bring in customers and make products look appealing.