



# Katie Parsons

Graphic Designer

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Contact Number: 07710 579597

Location: Kennett, Newmarket

## Profile

A self-motivated, artistic 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.

## 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

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## 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), CGI generation on Sketchup, visual identities, image retouching and attention to detail.
- 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

#### Deanta

January 2024 - Present

Redesigned and modernised brochures to create a clean, professional look that has evolved the brand. Managed several brochures from concept to print, handling pagination, content sourcing, and final production. A key achievement was leading the rollout of the company's POS, replacing inconsistent store assets with a range of 70 items - including flyers, posters, roller banners, and exterior Foamex/PVC banners that is now implemented across branches. Also developed a POS guide to help traders easily select and order assets.

- Designs digital and printed marketing materials including brochures, leaflets, flyers, POS and graphics for the company website
- Manages and maintains stock of marketing materials as well as designing and ordering new merchandise
- Creates on-trend CGI roomsets of Deanta doors in homes and business settings on Sketchup and V-Ray
- Liaises with printers to ensure competitive quotes, timely delivery, and quality prints
- Takes leads on projects and presents ideas and outcomes confidently
- Manages the marketing email inbox, organising emails, responding to queries in a timely manner and creating any requested or custom assets as required.

- **GRAPHIC DESIGNER**

**Bondara**

*June 2021 - December 2023*

Responsibilities included: creating social media and website content / email design / brainstorming marketing ideas / helping to maintain brand consistency and tone of voice / competition graphics / designing branding for several 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
- Plans and directs themed photography product shoots

- **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: creating social media content / logo and business card design / giving creative advice and ideas to boost their brand / designing invitations / wedding graphics / 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

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

- Loves socialising with friends, family and colleagues
- Enjoy exploring to new places
- Creative in any outlet I can be
- Favourite foods: Spaghetti Bolognese & Chocolate
- Always wakes up on 11:11