



.CV

Katie Bennett

Designer 2000 - Present

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07969 311445

WORK EXPERIENCE

EU Automation - Senior Designer

July 2018 - Present

Currently working as a senior designer.

- Responsible for crafting visual brand guidelines, for various in-house branding internationally
- Designing and supervising content such as web design, UX/UI, landing pages, infographics, digital animated banners, videos, campaigns, social media banners, carousels, traditional print, brochures and direct mail.
- Managed the design department independently for two years and built the departments design studio structure.
- Achieving profit targets, timelines and budgets
- Managing marketing executives working for the brand
- Working with advertising agencies to manage the brand's marketing campaigns
- Maintaining and growing the brand's performance both internally and externally
- Directing photography shoots both externally and internally
- Heavily involved in daily design creative work both digitally and traditionally

kb creative - Freelance Graphic Designer

Aug 2016 - July 2018

Worked as a freelance graphic designer.

- kb creative provides a professional service specialising in creative solutions for SMEs and local businesses in the Staffordshire areas, such as Stoke on Trent and Burton on Trent.
- Clients include Property.Works, Lightspeed Creative, Fortitude Events, Funnel Metrics, Peakes Retreats, Applied Lets, SignpostNow, Stormproof Roofing, Dataprotection, BatheAbility, Greenfields Recovery, Revisionstation and many more.
- Responsible for digital web creative and print. Projects involved full website re-designs, UX design, brand guidelines, email marketing and designs, branding, logos, brochures, social media, flyers, landing pages, responsive designs, infographics, icons, presentations, magazine advertising, business cards, and letter heads.
- Working closely with clients to ensure expectations and deadlines are met.

Social Communications - Freelance Graphic Designer

Aug 2017 - April 2018

Worked as a freelance graphic designer.

- Worked for this award winning PR agency in the heart of Manchester city centre.
- Worked with some major construction client brands including Viewpoint, Seven Architecture, Brio Retirement Living, Rochdale Borough Housing, Extra motorway service group and Burgess Hill Borough Council.
- Responsible for digital and print creative. Projects include tender marketing strategy plans, full website re-designs, UX design, brand guidelines, email marketing and designs, branding, logos, brochures, social media, flyers, landing pages, responsive designs, infographics, icons, takeovers, display advertising banners, social media imagery, presentations and magazine advertising.
- Working closely with clients to ensure expectations and deadlines are met.

House Creative - Freelance Graphic Designer

Aug 2016 - Oct 2016

Worked as a freelance graphic designer for this design agency.

- Worked with major client brands including The National Association of Jewellers, Eccleston Homes, Water Plus and Cookson Gold.
- Developed and re-vamped studio print work to meet clients needs.
- Responsible for supporting the design team.
- Developed style sheets for layout design projects.
- Projects included brochures, leaflets, posters, catalogues, magazines, imagery and digital creative.
- Worked closely with the senior development team and marketing teams to ensure deadlines were met.

Movehut - Creative Design Manager

Dec 2014 - July 2016

Worked as a creative design manager for this real estate commercial property company.

- Responsible for the daily management of the creative design department. Working alone and as part of a team as per the requirements of the project.
- Worked closely with the senior management team, development team and marketing teams to ensure deadlines are met. Estimating the amount of time needed to complete projects.
- Responsible for creating and maintaining the company's brand guidelines.
- Responsible for the briefing process with the web and marketing departments to meet their expectations.
- Responsible for maintaining and designing the Movehut website and all creative mediums across the business.
- Responsible for re-designing the entire Movehut website. To give a much better UX experience and introducing best practices.
- Producing excellent visual solutions for various different mediums. Such as designs for brochures, flyers, web pages, landing pages, mobile designs, merchandising, infographics, logos, UI kits, icons, newspaper advertising, external display banners, emails, photography, external takeovers, presentations, business cards, social media pages.
- Collaborating with the development teams, sales teams, customer services, senior management, and printers to give the best service.

Phones 4u - Web/Graphic Designer

July 2006 - September 2014

Worked as a web/graphic designer for this mobile phone retail company.

- *Managed the web design department independently for two years.*
- *Responsible for scheduling every day and making sure deadlines were met.*
- *Worked on joint campaigns with major brands including Apple, Samsung, Sony and Microsoft.*
- *Managed the briefing process with the web and marketing departments to meet their expectations.*
- *Responsible for maintaining and designing the Phones 4u, Dialaphone and many other external web-sites, and internal Intranet websites.*
- *Produced designs for landing pages, infographics, flash animation banners, responsive emails, external takeovers, animated gif banners, affiliate websites, review pages, digital magazines, social media sites and competition data capture forms.*

e2save - Middleweight Graphic Designer

March 2005 - July 2006

Worked as a middleweight graphic designer for this mobile phone retail company.

- *Responsible for managing the design department when the design manager was absent.*
- *Produce the design concepts of press adverts every day for various different national newspapers, such as The Sun, The Mirror, The Star and The Daily Mail.*
- *Deadlines were extremely tight so had to co-ordinate the work of the design team.*
- *Liaise with the marketing department each day regarding the company's press advertising.*
- *Produce material for the company's in-house website design, brochures and magazine advertising.*
- *Assist in the production of graphic material in consideration of clients budgets and expectations.*

Language Centre Publications - Graphic Designer

September 2000 - March 2005

Worked as a graphic designer for LCP, a busy educational publishing company.

- *Designed a broad range of children's school books from primary to A level standards.*
- *Worked on over fifty different publications.*
- *Managed projects from the editorial stage right through to the print finishing stage.*
- *Selected artwork appropriate for the publications.*
- *Selected and arranged photo shoots.*
- *Arranged and managed the briefing process for out of house illustrators.*
- *Communicated closely with the illustrators throughout the briefing process.*

EDUCATION / EXPERTISE

Areas of Expertise:

Adobe Creative Suite: PhotoShop CC, Illustrator CC, InDesign CC, Adobe XD.
Sketch, After Effects, Canva, BeePro.

Sheffield Hallam University 1997-2000
DEGREE BA (Hons) Industrial Product Design

Loughborough Art and Design College 1995-1997
GNVQ advanced General Art and Design - Grade: Distinction

Ashby School 1992-1995
GCSEs gained.

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