



Nerissa Brown

Senior Graphic
Designer

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About Me:



I am a dynamic and versatile Senior Graphic Designer with a passion for creating captivating visual experiences. I have a keen eye for details, a relentless pursuit of excellence bringing unique creativity and diligence to every project that I work on. I am passionate about what I do and I'm constantly seeking fresh perspectives that make a lasting impact. I want to work for your company.

Education:

Ongoing Udemy

For advanced training in Adobe programs for continued professional development.

June 2011-April 2015 NVQL3 in Graphic Design

The Graphic Design School Tutor led intensive Graphic Design course to learn design principles: design history, colour theory, illustration, typography, logo development, layout, packaging, photography, marketing campaigns, conceptualization & brand design.

Nov 2002- Aug 2006 CIW - Internet webmaster

U.K IT Training

Jan 2002 ECDL

U.K IT Training

Sept 2001 - July 2002
BTEC DIPLOMA in Art & Design
Camberwell, University of the Arts. Peckam, U.K. With merit. Intensive foundation in art and design studies. Conceptualization & visualisation to execution.

References:

Gemma Rigby
Head of Content & Social Media
+44 7849 398773
gemma@temp-drop.com

Chris Cartmell
Operations Director
+44 7849 398773
Chris@sterex.com

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Experience:

Nov 2020 - Nov 2023

Tempdrop - Senior Designer

- Femtech start-up company, fertility tracking device.
- Created striking social media graphics & adverts that drove sales. The best month resulted in an increase of €500k sales.
- Edited videos that achieved education & marketing to target.
- Created all marketing collateral following a brand re-fresh (done by an external company) including: brand guidelines: digital brochures, printed collateral, packaging, large interactive e-books, event graphics, html emails, PowerPoint presentations.
- Created unique illustrations to draw users attention.
- Managed and trained junior designers to speed up work flow pace.

Apr 2018 - Jun 2022

Sterex Electrolysis Int'l Ltd, Mistair Ltd - G. Designer

- Sole in-house designer for a medical aesthetic & beauty company.
- Achieved a successful re-brand of Sterex, modernised the brand which better served new target market: Medical Aesthetics.
- Created brand guidelines & new re-branded print & packaging.
- Created bespoke html emails which achieved sales.
- New product photography, created digital product mock-ups for new website to achieve a quality, professional look.
- Created social media templates in Canva, enabled sales team to drive more sales & increased customer engagement.
- Created new style UI's to modernise medical devices.

Feb 2016 - Dec 2017

Floorplanz (now Fourwalls) - Creative Artworker

- Long term contract as an in-house creative Artworker.
- Created property marketing brochures for Hamptons, Savills, Knight Frank, Foxtons etc with strict brand guidelines to follow.
- Bespoke Html emails to increase customer engagement & sales.
- Designed a new website & html email signatures.

Jun 2015 - Jan 2016

TradePoint (B&Q) - Lead digital designer

- Worked as part of the In-house design team for TradePoint.
- Created template & bespoke html emails to drive sales. Multiple released each week, required working to tight deadlines.
- Helped streamline project management, implemented Trello.
- Trained a junior digital designer in Html & CSS.
- Social media graphics increased sales & engagement.

Oct 2008 - May 2015

Contracting for various companies

- Contracted for: Tony&Guy Ltd, Sweaty Betty, Royal Horticultural Society, The Body Shop, Ego Creative design agency etc.
- Tasks included creating Html emails, landing pages, info-graphics, Wordpress websites, logo design, printed marketing material, business stationary. Detailed information on my LinkedIn profile.

Skills:

Photoshop • Illustrator CC • InDesign CC • Dreamweaver CC
• Lightroom • Acrobat • Premiere Pro • Adobe XD • Adobe Animate • Adobe Express • HTML • CSS • Wordpress • MS Office incl. PowerPoint • MAC OSX & Windows 11 • Asana
Hootsuite • Canva • Mailchimp & Klaviyo • Google docs

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