

Day rate: £300
Open to both inside and outside IR35

Hey,

I'm Cecilia, a North London born Integrated Designer with a background in traditional graphic design but also have experience in campaign, social and digital design. I'm currently working on my animation skills to add a motion graphics string to my bow. I'm recently leaving the world of permanent roles to embark on a freelance journey I've wanted to do for a while now. I'm confident in my designs and can proactively learn new skills quickly, so I know I'll put my all in, once chosen.

I graduated from Falmouth University in 2014 and my recent role has been working in Advertising, as a Designer for Cheil Europe. I was split working as Lead Designer for NIVEA/NIVEA Men UK and a Designer for Samsung UK/Samsung Germany. My work was to create a visual style for NIVEA's online presence and then produce content that spanned across their website, all social channels including reactive content, audience-based participation and adding a visual style to their e-commerce. With Samsung – I worked alongside a Creative Director on both small and large campaigns, branding projects, digital promotions, printed collateral, AR instore project at Samsung KX site and on across their own Samsung TV Plus range. On their TVs, I've created three new channel identities. This consisted of bringing the brand to life from the initial logo creation, all the way to storyboarding the channel bumpers and ad slates.

I'm a social butterfly who thrives on the energy of the team around me. I'm told I'm fun and down to earth, calm in a crisis and people like that I change my hair colour depending on the time of year (it's currently pink). I hope I get the chance to work with you, so hope to hear from you soon.

My references are available on request.

Best,
Cecilia