

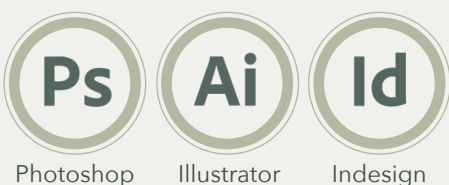


Claire E

Hi, I'm Claire
Graphic Design and
Visual Branding expert.

With 13 years in the industry, I've worked across freelance, in-house, and agency roles, always focused on creating cohesive, high-impact visual branding. Skilled in web, print, and animation, I take projects from concept to completion seamlessly.

ARTS UNIVERSITY BOURNEMOUTH
2:1 BA (Hons) Graphic Design.



IN A NUTSHELL I...

- Increase engagement and revenue but designing multi channel campaigns
- Foster collaboration and growth buy leading high-performing design teams
- Develop and maintain a strong, consistent brand identities
- Implement creative solutions to marketing challenges that increase engagement
- Collaborate with stakeholders to define and create end-to-end visual assets
- Stay up to date with industry trends and best practices to deliver best in class design
- Am skilled in Adobe Creative Suite, Figma, PowerPoint, and Word
- Skilled in using AI to enhance creative concepts and generate bespoke assets.

EMPLOYMENT

CARMOOLA | SENIOR DESIGNER | LONDON | 2025 - 2026

As Carmoola's sole Marketing Designer, I delivered creative campaigns across web, social, print and events, including the brand's first OOH campaign, which ran for two months and increased website traffic. My work helped improve loan conversion by 1.5% and grow social following by 45%. I rewrote and modernised the brand guidelines, increasing brand consistency by 100%, while expanding my use of AI image generation to reduce costs and improve creative efficiency.

EXPERIAN | LEAD DESIGNER | LONDON | 2024 - 2025

Shaping the future of the brand guidelines across colour, typography and illustration, presenting the importance of brand distinctiveness to 250 people at a company conference. I also delivered multimedia campaigns aligned with key OKRs, contributing to a record £5m month in marketplace revenue and 23% growth in the 18-25 audience—the largest increase in five years. My work was recognised with two Champion of the Month awards.

METRO BANK | LEAD DESIGNER | LONDON | 2023 - 2024

As Lead Designer, I delivered campaigns that increased bank deposits by over £10m and social engagement by 114%. I streamlined design workflows, introduced peer reviews, and supported team development. Alongside leading creative strategy and art-directing brand photoshoots, I collaborated with stakeholders up to C-suite level on high-priority briefs.

SENIOR DESIGNER | LONDON | 2018 - 2023

As sole designer, I developed the brand identity, photography guidelines and delivered the bank's first brand campaign. I created multi-channel campaigns across brand, revenue and service, collaborating with teams to deliver engaging, customer-focused work. I was also part of the team that won Best Marketing Campaign for SMEs at the Marketing Society Awards 2022.

CEDAR GROUP | SENIOR GRAPHIC DESIGNER | LONDON | 2016 - 2018

Promoted to a senior role, I worked on-site at Barclays' Canary Wharf HQ, collaborating with their in-house team to develop print and digital assets. Immersed in the brand, I strengthened stakeholder relationships, set clear timelines, and drove a creative vision that shaped future design guidelines.

GRAPHIC DESIGNER | ROMSEY | 2014 - 2016

Promoted to Graphic Designer in under a year at Cedar, I handled high-profile briefs for clients like Barclays, the Olympics, and Carluccios, managing projects with multiple elements and formats. I expanded my design expertise to packaging, including Rugby World Cup 2015 hospitality packaging and collaborations with American football teams.

JUNIOR DESIGNER | ROMSEY | 2013 - 2014

One week after university, I began applying my skills professionally, expanding my software knowledge with programs like Quark and After Effects. My role involved building client relationships and managing briefs.