



Claire E

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

With 12 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.



Ps

Photoshop



Ai

Illustrator



Id

Indesign



Ae

After Effects



Figma



Office

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

EMPLOYMENT

- **EXPERIAN | LEAD DESIGNER | LONDON | 2024 - PRESENT**

Shaping the future of our brand guidelines, I enhanced distinctiveness through colour, typography, and illustration. I spoke about the importance of these changes at a conference attended by 250 people. I worked on several multimedia campaigns that aligned with our OKRs to drive monthly active users, increase revenue through our marketplace, and engage a younger audience. Over the year, I saw the campaigns I worked on contribute to our highest month of marketplace revenue (£5 million) and a 23% growth in our 18-25 audience, the largest increase in five years. My contributions were recognised with two Champion of the Month awards.

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- **METRO BANK | LEAD DESIGNER | LONDON | 2023 - 2024**

As Lead Designer, I created campaigns that saw deposits to the bank increase by upwards of 10million and social engagement increase by 114%. I streamlined the design process, improving workflow and establishing SLAs to meet stakeholder timelines. I introduced regular design peer review workshops to enhance collaboration and creativity. In addition to overseeing creative strategy, I focused on team wellbeing and individual growth. I also art-directed brand photoshoots and collaborated on high-priority briefs with stakeholders up to C-suite level.

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- **SENIOR DESIGNER | LONDON | 2018 - 2023**

As sole designer at the time I developed the brand identity, creating style, photography guidelines, and delivering the bank's first brand campaign. I was part of the team that won Best Marketing Campaign for SMEs at the Marketing Society Awards 2022. I delivered assets for brand, revenue, and service campaigns across multiple channels, collaborating with copywriters, marketing managers, and stakeholders to ensure designs were compliant, engaging, and customer-focused.

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- **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.

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- **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.

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- **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.