



# ELEANOR HAWLEY

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## ABOUT ME

I am a Digital Designer and Graphic Designer/Artist, interested in UX/UI design. I work for a luxury fashion eCommerce company and I am currently looking for a design position in which I can continue to push the boundaries of my skills and work within a company that will allow me to develop. Thanks to my experience working as a Digital and Graphic Designer I have a great understanding of design principles such as typography and colour theory, as well as the foundational concepts of UX design, such as user-centred design, the design process, accessibility, and equity-focused design. I am confident in my knowledge of the Adobe Creative Suite, including Photoshop, Illustrator, and After Effects when making animations and motion graphics, as well as other software such as Procreate and Figma. Through my position, I design and create marketing emails, I am responsible for the weekly update of our company's homepages across multiple fascia's using HTML, I generate promotional creative and motion graphics for campaigns, working with premium brands such as Hugo Boss, Vivienne Westwood and Christian Louboutin daily. I am confident in my ability to generate creative content from online to offline, across print, social, site and more. I am always seeking new ways to develop my skills by taking courses in my spare time to further my understanding and abilities, in order to find the best marketing and creative solutions for any task.

## SOFTWARE & SKILLS

Figma	Logo Design & Branding
Procreate	Print & Editorial Design
Emarsys	Illustration
UserTesting	Animation/Motion Graphics
Contentsquare	Social Media Design
Jira	UX/UI Design
Google Analytics	Understanding of Colour Theory & Typography
Monday.com	App Design
<i>Adobe Suite:</i>	Photo Manipulation and Editing
Photoshop	Verbal & Written Communication
Illustrator	Build Creative Marketing Emails
After Effects	Digital Design
Media Encoder	Familiar with Design Sprints
Dreamweaver	

## EDUCATION

2018-2021

**BA (Hons) Fine Art Degree  
(First Class)**

*Manchester Metropolitan University,  
Manchester*

2017-2018

**UAL Level 3 Diploma in Art and Design-  
Foundation Studies  
(Distinction)**

*Greater Brighton Metropolitan College,  
Brighton*

2015-2017

**3 A Levels**

**(Art: A\*, Sociology: B,  
English Literature: C)**

*Cardinal Newman Sixth Form College,  
Brighton*

2012-2015

**10 GCSEs**

**(1A\*, 2A's, 7B's)**

*Cardinal Newman Catholic School,  
Brighton*

## COURSES

2023 - 2023

**Google UX Design**

*Google  
Coursera*

2023 - 2023

**Contentsquare Certified**

*Contentsquare University*

2022 - 2022

**Google Analytics Course**

*Google Analytic Academy*

2021 - 2021

**Graphic Design Masterclass**

*Udemy*

2021 - 2021

**Learn User Experience Design from A-Z:  
Adobe XD UI/UX Design**

*Udemy*

2021-2021

**Animating in Procreate for iPad**

*Udemy*

# WORK EXPERIENCE

## **DIGITAL DESIGNER / Frasers Group (Flannels/AMARA)**

**APRIL 2023 - PRESENT**

**/ CONTINUOUS EMPLOYMENT FROM PREVIOUS POSITION**

- Comfortable leading the AMARA design projects, managing multiple projects at once in a fast-paced environment and keeping on top of tight deadlines, with a keen attention for detail.
- Responsible for the weekly update of the company's site using my knowledge of HTML coding. With consideration of accessibility, I implement key website functionality; utilising responsive web design and a mobile-first approach.
- Create and develop motion graphic creatives for the digital marketing channels that excite and inspire, using After Effects, Procreate, Photoshop, and Illustrator.
- Conceptualise new ideas for UX/UI design projects, across web and app. I utilise UserTesting.com to identify pain points and improve the user journey. Currently, I am in the process of the app elevation project for Flannels.
- Experienced at building marketing emails; both according to set briefs and using my own creative license to redesign and refresh material in Emarsys, according to market trends and customer engagement metrics.
- Continually manage and evolve the brand identity: as well as my own development by completing courses and experimenting with new skills and techniques, in order to keep up with current trends and push my creative abilities.
- Present designs in a clear and compelling manner to creative counterparts and key stakeholders, articulating and defending creative direction choices, collaborating and iterating based on feedback to execute original ideas.
- Ensure a premium brand identity for the company as well as adhering to strict brand guidelines when working with brands.

## **GRAPHIC DESIGNER / JD Sports Fashion Group plc (Tessuti)**

**MAY 2022 - APRIL 2023**

**/ CONTRACT ACQUIRED BY FRASERS GROUP**

- Consistently applied imagination and took creative risks in my original designs to develop the content we put out. For example; through my own proposed briefs, and in my approach in the redesign of the app landing page (across multiple devices.)
- Created social assets for the company's social media, regularly producing animations, utilising After Effects when designing posts and stories, according to specifications.
- Designed UX processes for our site; collaborated with developers in order to conceptualise new ideas.
- Built marketing emails through Figma, which were sent to customers alerting them of weekly sales, new arrivals, blogs and brand campaigns.
- Regularly led multiple design projects across both print and digital used in-store and sent out to clients.
- Responsible for the weekly updates of the site's homepages ensuring the layout adhered to the required specification across mobile app, tablet app, desktop and mobile site.
- Utilised my excellent understanding of typography and illustration when using software such as Adobe Illustrator and Procreate to create lockups for campaigns.
- Collaborated successfully with other teams such as marketing, social and management. Showed great verbal and written communication and inter-personal skills to ensure the success of any project.
- Confidently worked independently; solved problems without direct supervision, demonstrated excellent time management skills, and managed multiple deadlines comfortably and effectively.

## **JUNIOR ARTWORKER / Internet Fusion Group (Country Attire)**

**JAN 2022 - MAY 2022**

- I created social assets, such as posts and stories, for the company's social media (Instagram/Facebook), utilising Adobe Photoshop.
- Involved in the UX design process of updating the company's new Country Attire website.
- Built emails through Emarsys and Photoshop sent out to customers to be alerted of sales, new arrivals, and brand campaigns.
- Created landing pages for the company's website for products, as well as for SS22 outerwear and footwear pages across Women's, Men's and Kids'.
- Worked with brands such as HUGO BOSS, Vivienne Westwood and Ralph Lauren, adhering to their strict brand guidelines, whilst keeping a consistent premium brand identity of Country Attire.
- Responsible for the weekly 'New Arrivals' GIF that is used on the main page of the website.
- Collaborated with others in the design team and the marketing team when following briefs as well as being involved in the process of photoshoots for campaigns.

## **JUNIOR GRAPHIC DESIGNER / Bespoke Property Wealth & ZoWy**

**AUG 2021 - NOV 2021**

- Produced material intended for the company's social media sites, such as posts, web banners and headers using Adobe Photoshop and Adobe Illustrator.
- Memorised the company's mission, values, and services and familiarised myself with business and property.
- Furthered my design abilities by taking online training courses alongside my assigned responsibilities in order to expand my current knowledge and understanding, as well as to gain new skills in UX/UI design and software.
- Organised my time effectively due to independent working; generated new design ideas through storyboards, briefs and mock ups for the company's YouTube channel and social media sites, as well as conducting extensive research into the topics used.
- Created animations in the form of GIFs based off of a character I created for the ZoWy company, using Procreate.

## **GRAPHIC DESIGNER / Freelance Work for an Information, Technology and Services Company**

**OCT 2021**

- Produced buttons and icons for a large Information, Technology and Services company website, using Adobe Illustrator.
- Designed and created all of the work by myself, producing various alternatives of each individual design for the client to select, based off of the client's rough brief.

## **GRAPHIC ARTIST / Self-Employed**

**OCT 2020 - PRESENT**

- Taught myself Procreate and began my own business by selling prints of my own original designs on Instagram, creating an established brand and style.
- Consistently met the client's brief and deadline when producing commissions, building a loyal customer base and social media following.
- Sold artwork produced in various styles, ranging from illustrative interpretations of photos, digital art reproductions, and my own original designs.
- Kept all communication channels open to receive customer feedback to achieve their creative vision, maintaining a successful professional relationship at all times.