

STEPHANIE SENIOR

 stephaniemsenior@gmail.com

 07917 444 472

 Vine Lane, Hillingdon, London

 Portfolio

 LinkedIn

CREATIVE

Senior creative with bags of experience working on leading brands within retail including health and beauty, FMCG and Gaming. As an integrated designer, I have a wealth of knowledge with the ability to design everything from packaging and POS to digital media and OOH.

A passionate collaborative ideas person, who works well in a team, but also comfortable flying solo if needed.

With a relaxed approach to pressure, I'm comfortable presenting my work to all levels, understanding how to flex my behaviours and influencing skills when needed.

I thrive on delivering visually effective creative solutions on time, guaranteeing maximum confidence in my output by self-checking and self-checking again.

Digital	Artworking	Project management	Mobile apps	Copywriting
Print	Retouching	Illustration	UX & UI	QC process
Branding	Typography	Animation	HTML & CSS	Proof checking

CAREER SUMMARY

Vitabiotics

Creative Artworker

October 2019 – present

Lead creative designer for award winning brands including Perfectil, Pregnacare and TEA+. Supporting designer for Wellman, Wellwoman, Wellkid Peppa Pig & Marvel and many more.

Delivering major projects from initial concept through to producing final artwork on schedule. Including processing QC checks, collaborating with manufacturers/suppliers and proof approvals.

Producing customer centric advertising campaigns for multi-channel use.

Key Achievements

- Successfully redesigned Perfectil & Perfectil Platinum brands including all advertising and marketing collateral
- Founder requested I review all key projects with Design Manager before being presented to the board for approval
- Redesigned Tea+ retail and ecommerce cartons
- Helped excute the digital QC process during lockdown and implemented weekly team creative time

Bestway Wholesale

Graphic Designer

May 2017 – August 2019

Created everything from multichannel marketing campaigns to BAU assets from concept through to final assets.

Improved creative quality and delivery efficiencies through building good relationships with trading and retail teams and understanding the challenges that both faced.

As sole brand ambassador it was my role to review all creatives, provide guidance on brand implementations and evolution.

Delivered workflow demands by a comprehensive knowledge of the business needs, allowing the efficient delivery of artwork be it through freelance designers or design agencies.

Key Achievements

- Designed and implemented new Bestway Export brand and a new brand for BB foodservice that contributed to a 12% YOY increase in catering footfall
- Established a new briefing process, conducted workshops on effective creative brief writing, which reduced iterations and improved creative delivery
- Created a quarterly promotional campaign that was so successful the business decided to change to a monthly campaign due to increase in sales by 15%

Ladbrokes

Retail Graphic Designer

Sept 2013 – Feb 2017

Promoted to Retail Designer I was the lead creative and brand ambassador in charge of all assets for use by the creative team.

Supervised a team of designers with the Retail Design Manager, including; checking briefs, scheduling workloads, dealing with printers and was the key contact for the Marketing Team.

Key Achievements

- Developed guidelines for new Ladbrokes Brand, sponsorship of Ladbrokes Scottish Premier Football League and England Football Association partnerships
- Worked closely with the Retail Design Manager to create and implement a new briefing procedure. This reduced stakeholder push back and iterations, due to increased interaction during the early stages of the process
- Managed the on-boarding process for new starters, ensuring systems were in place with IT and they were fully coached on process and expectations

Brand Designer

Mar 2012 – Sept 2013

Brand design expert ensuring all creative followed brand guidelines.

Responsible for creating, developing and artworking all brand collateral.

Reviewed and updated all brand assets, guaranteeing the brand was safeguarded.

Key Achievements

- Successfully managed the largest rebrand Ladbrokes had ever undertaken. Including scheduled the re-design of all print assets. Liaised with stock control and printers to prioritise workload, in order to deliver everything in time for launch
- Produced brand collateral for all major sponsorship events including Cheltenham and The World Darts Championships
- Designed the new Ladbrokes Mobile Bingo app implementing new brand
- Created templates for both digital and print assets

Graphic Designer

Feb 2009 – Mar 2012

Designed and built email templates including dynamic content for desktop and mobile.

Designed, coded, edited landing pages, including SEO, tracking and live feed information.

Created digital collateral, including social media, animated banners and web page layouts.

Key Achievements

- Designed and coded dynamic content email templates. Providing HTML coding, support and trained the marketing team on how to use templates and simple coding
- Wireframed/designed new personalized registration and deposit pages for the website
- Developed and implemented new brands for Ladbrokes Poker, Poker VIP and Ladbrokes Affiliate - Score™ including creating Brand guidelines

SOFTWARE

Photoshop cc		InDesign cc		Illustrator cc	
Acrobat pro		Powerpoint		Dreamweaver	
Office 365		SAP		After Effects	
					3D Studio Max

EDUCATION

BA (Hons) Degree - Three Dimensional Design *The Bournemouth Art's Institute*

BTEC National Diploma - Spatial Design *The Bournemouth Art's Institute*

INTERESTS

My passion is cooking and when I'm not in the kitchen I enjoy exercising whether it be at the gym, a Pilates class or a bike ride. In my spare time I enjoy nothing more than a visit to an art exhibition or theatre show. Other interests are watching films, reading and spending time with family and friends.