

Samantha Lee

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Wakefield, WF4

[Portfolio](#) | [LinkedIn](#) | [Facebook](#)

Professional Summary.

Deadline-driven Graphic Designer focused on overseeing projects from concept to final delivery. Successfully creates brand messages, strategies and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 10 years of industry success. Fluent in Adobe Creative Cloud software.

Work History.

SCE Industries. Sheffield, South Yorkshire
Continuous employment from SCX Group

Graphic Designer | **06/2020 - 08/2020**

Reason for leaving: Redundancy

- Consulted with board of directors to focus design requirements for multi-business re-branding project, establishing scope of work and managing project milestones.
- Conceptualised and developed graphics products for 3 companies within group: SCE Ltd, Street Cranexpress, and BXH, using Adobe Creative Cloud.
- Created brand guidelines manual to ensure consistent use of new company branding.
- Led team to implement brand guidelines across websites, digital marketing, social media and all printed and merchandising materials.
- Worked with multiple departments to present mock-ups and collect information for adjustments.
- Worked closely with suppliers to update merchandising and signage graphics, from design through to finished product.
- Tasked with overseeing multiple administrative changes within business during transition period from SCX to SCE, including being responsible for updates to business management system documentation.

Skills.

- Expertise in software including Adobe Illustrator, Photoshop, and InDesign
- Proficient in Microsoft Office 365
- Corporate branding
- Website design
- Digital design
- Branding strategies
- Visual design
- Production layouts and standards
- Advertising understanding
- Leadership
- Teamwork
- Written and verbal communication
- Time management skills

Education.

Bradford School Of Arts And Media

Bradford, 2004 - 2010

BA (Hons): Graphic Design, Illustration and Digital Media

Grade 2:2 (2010)



Samantha Lee
DESIGN

SCX Group. Sheffield, South Yorkshire
Graphic Designer | 09/2011 - 05/2020

- Responsible for design and creation of all marketing materials for each of 4 companies within the SCX Group incorporating corporate, bespoke manufacturing, crane servicing, and electrical components retail businesses.
- Developed designs using Adobe Creative Cloud for marketing packages, including print materials, brochures, banners and signs.
- Design, content creation and publication of 2 company newsletters; SCXtra and Engineers Bulletin, both issued to all staff quarterly
- Creation of new website design for SCX Special Projects.
- Responsible for correct implementation of brand guidelines.
- Use of PhotoView 360 to render photo-realistic models.
- Frequent design consultations with those at Director level.
- Fostered excellent working relationships with suppliers and customers through effective communication, negotiation and collaboration skills.
- 6 months interim role managing the Marketing Department, overseeing SCX's involvement with 'Herd of Sheffield' charity event for Sheffield Children's Hospital.
- Led the recruitment of new Marketing Manager, including interviewing candidates and inducting the successor.
- Supported Marketing Manager in organising large company-wide events both social and commercial.

Creative Juice. Leeds, West Yorkshire
Graphic Designer | 11/2010 - 03/2011

- Volunteer/intern position.
- Focus on honing creative design skills and working in busy agency environment.
- Worked on previous creative briefs, including brand identity for smoothie start-up company

Outside of Work.

- Commissioned to create ballpoint pen illustrations featuring pop culture characters for gifts.
- Designed wedding stationery for myself and numerous friends and family.
- Worked extensively on #Nasser94 2-year fundraising challenge in aid of The Alzheimer's Society, designing marketing collateral and supervising events.
- Huge film nerd, and reader of many books. I also love traveling with my husband (whether to Northumberland or Hawaii), pub quizzes, and trying out new recipes.

Diploma of Higher
Education: Graphic
Design Communication

Grade D, D, M (2006)

A-Levels: Art

Grade B (2006)

**Whitcliffe Mount High
School**

Cleckheaton, Bradford

GCSEs

11 Grade A* - C including
Maths and English

Training.

- Introduction to Adobe
Premiere Pro
- Introduction to
Management and
Supervision
- Confidence and
Assertiveness
- Photoview 360 rendering
course
- Manual Handling

Other Info.

- Full clean driving license
- Non-smoker

References.

Available on request