

Alice Lelliott - Graphic Designer

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Originally from Halifax West Yorkshire, I moved to Newcastle for university and have since gained 2 years experience as an in-house graphic designer. I'm currently looking for a new opportunity as a mid-weight designer in a fast paced environment that will continue to challenge me as a designer and an individual. I'm proficient in Adobe Creative Suite and in my time working at Hays Travel I've worked on a wide range of projects both print and digital, including several marketing campaigns. One of my biggest successes was working on a marketing campaign for a high profile cruise ship company which generated £2million in sales on its launch weekend, putting the company ahead of its competitors.

Experience

Hays Travel - Creative Design Graduate

April 2023 - Current

Working at Hays Travel involves not only producing in-house artwork but acts as an agency for a wide range of travel companies. This makes it a fast paced environment wherein handling several deadlines with varying requirements at once is a daily occurrence. I have been responsible for creating a variety of artwork including printed and digital branch POS, signage, brochures and direct mail, social media, websites and email. I have also been responsible for several digital marketing campaigns that I have carried out from visual ideation to the production of artwork. By working with the wider marketing department I ensure these assets align with business objectives and deadlines and always think about the customer experience to create artwork that will engage and have an impactful solution.

I was selected to take on the role of photographer for the company by the Head of the Creative Department. I have been doing this role since September 2024 and have been the sole photographer for events such as their annual overseas conference and Independent Group UK conference. I have also organised and edited shoots to build up the design team's asset bank to help support any campaigns for recruitment and social media.

Front of House staff, Wagamama

Sept 2022 - April 2023

Front of House staff, Lane7

June 2021 - Sept 2022

Education

Northumbria University, 2018 - 2021

Graphic Design BA (Hons) - 2:1

In my degree I discovered a keen interest in branding, which I specialised in over the second year of the course. This course was tailored around interpreting a brief from beginning to end, from the initial stages of conducting research and insight development to producing a complete brand with assets that can be used across a marketing campaign. It allowed me to develop a sound knowledge of design principles and has set me up with the skills to go forward and take on a variety of challenges that I know I can solve as a designer.

Leeds Arts University, 2017-2018

Fine Art Foundation Diploma - Merit

I applied for a diploma at Leeds Art University to learn and develop key skills for a graphic designer including design principles and Adobe software. I chose to specialise in the Graphic Communication pathway which involved completing design briefs, often open to interpretation and creative flare, which encouraged me to find my areas of interest within graphic design such as typography and printing.

Accredited courses

'The Fundamentals of Digital Marketing' - Google

This course covered SEO/SEM, paid and organic search content, email marketing as well as effective online marketing strategies and how to best apply them. I believe this deeper understanding of digital marketing has helped me as a designer as it allows me to think in a practical way that thinks about how to audience is connecting to ads and content.

Skills

- Advanced knowledge of Adobe Creative Suite - including **InDesign, Photoshop, Illustrator, Lightroom, After Effects**, and **Adobe Express**.
- Professional experience of event **photography**, company head shots and staged photo shoots.
- Proficient in designing and building **email marketing** campaigns.
- Strong understanding of **web design** principles and best practice.
- Well versed in the understanding of **print production**.