

NADIA H-SMITH

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NADIAHURLEY.SMITH@GMAIL.COM

Designer & Freelancer in London, with 3 years in-house branding/graphic design experience. Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign), able to design standout visuals on multiple platforms. Works well in cross-functional, fast-paced teams, with a BA Degree in Design & MSc in Digital Creative Media.

EDUCATION:

Loughborough University of London

2023-2024

MASTERS DEGREE OF DIGITAL CREATIVE MEDIA (AWARDED DISTINCTION)

Focus: Design Practices in Creative Fields, IP & Media Law, Market Analysis in Ecommerce Design, Branding.

De Montfort University of Leicester

2019-2022

BACHELOR'S DEGREE OF INTERIOR DESIGN (HONS) (AWARDED 2:1)

Focus: Visual Communication, Commercial & Retail, Promotional Events & Exhibitions, Advanced Design Practices

RELEVANT EXPERIENCE:

APRIL 2023-2025

IN-HOUSE GRAPHIC DESIGNER/MARKETER (FULL-TIME)

Valentine Occupational Health - B2B Support Service

- Re-designed branded graphics resulting in 80% increase in overall sales since joining in 2023.
- Worked with the web developer to re-skin current website UI/UX (Figma), increased web activity by 100% since joining.
- Plans marketing campaigns, designs print material for events, manages social media posts & blogs.
- Designed branding & maintains engagement for company's webinar Thrive Talking.

JAN 2025

FREELANCE BRAND DESIGNER (REMOTE, 1 YEAR CONTRACT)

Latin American Foundation For the Future (LAFF) - Peruvian NGO for Underprivileged Youth

- Designing & organising branding material to boost the status of the NGO, using market research.
- Illustrating a new logo, developing print assets, website UI/UX, and comprehensive brand guidelines

JUNIOR CATALOGUE DESIGNER (HYBRID) LEICESTER

NOV2022- APRIL 2023

ESPO - School Supplies Provider, Public Sector Procurement - Catalogue Supplier

- Supported the design of yearly school catalog production (27,000+ products).
- Handled Creative Assets (Via Content Management System - CMS).
- Maintained proofreading, spot-checking, and printing consistency within tight deadlines.

SKILLS:

Technical Skills: Adobe Photoshop, Illustrator, InDesign, Figma, Blender, After Effects, Motion Graphics, AI-Assisted Design, Video Editing, Social Media Management/Campaigns

Soft Skills: User-Centered Design, Design Thinking, Creative Problem Solving, Prospect Communication, Cross-Functional Collaboration, Project Multi-tasking.

Interests: Interior Design, 3D Modelling, Creative Industries, Emerging Technologies, Online Culture, Gaming.

Extra-Curriculum:

SkillShare Academy: Graphic Design for Good

Skillshare Academy: Create Logos in Adobe Illustrator