



HANNAH LAWRENCE

MULTIDISCIPLINARY GRAPHIC DESIGNER

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CONTACT

07969044692

hello@point-creative-design.co.uk

SKILLS

Brand Conception | Logo Design |
Packaging Design | Ascertaining Brand
Values/Product USPs | Product & Lifestyle
Photography | Brochure Design |
Copywriting | Creating Websites
& Web Content | A+ Amazon Content | SEO |
Adwords | Email Campaigns | Social Ads |
Community Management | Presentation
Design | Tender Documents | Content
Operation at Events | Print & Digital Ad
Design | Video Creation | Exhibition Design |
Retail Store Design | POS Design | Window
& Vehicle Decals | Merchandise Design |
PR | HTML & CSS

SOFTWARE

Adobe: Photoshop, Illustrator, InDesign,
Premiere Pro, After Effects
Office 365; Powerpoint, Word, Excel,
Sharepoint
CMS Systems; Shopify, Magento, Wordpress
Email software; Drop, Klaviyo, Dotdigital,
Campaign Monitor, Spotler, Mailchimp
Keynote, Canva, Vectorworks

EDUCATION

2017: An Introduction to Premiere Pro
2016: HTML & CSS for Beginners
2005 - 2009: Glasgow School of Art,
BA (HONS) Interior Design (2:1)
2003 - 2005: Wisbech Grammar School,
A Level Art (A), Textiles (A) and English (B)
1998 - 2003: Wisbech Grammar School,
x9 GCSEs (A-C)

PERSONAL STATEMENT

As a creative and detail-oriented graphic designer, I specialise in crafting visually compelling and functional designs that elevate brand identity and engage consumers. With experience in both digital and print media, I bring a deep understanding of design principles, typography, colour theory, and materials to every project. I thrive on transforming ideas into memorable, impactful design solutions that not only engage end users but also communicate a brand's story and a product or service's features and benefits effectively. My goal is to create designs that not only look beautiful but also enhance user experience and drive brand success.

Over the course of my career, I have been lucky enough to work across a variety of sectors, in a range of roles across graphic design and marketing. I believe this has helped me to become a "360°" design professional, having experience in what could be considered the core touchpoints of creating and marketing a product or service.

EXPERIENCE

Freelance Graphic Designer

February 2024 – Present

Over the past year, I have been lucky enough to work with clients across a variety of sectors, from mortgages to toys. Some of the project highlights include:

- Nu Collective - Creation of 14 brand styles & logos for their new toy ranges. Packaging design and on shelf promotional displays for c200 toy products
- Stonebridge Mortgage Solutions - Image sourcing, diagram creation and design of branded tender document in Powerpoint. Design of monthly recruitment social ads and email campaigns.
- Mother & Baby Awards - Keynote presentation design to support run of show, and content operation at event
- Deloitte - Graphics creation for large scale projection at dinner event
- Education World Forum - Design of event graphics and presentation content management
- St James's Place Conference - Presentation design and on-stage graphics for conference event. On-site content operation
- Boston Consulting Group - Large scale video graphics for projection on conference stage created in Premiere Pro
- Institute of Civil Engineers - Keynote presentation to support new President's keynote address. On-site content operation to script

PERSONALITY

Excellent visual & verbal communication skills with a talent for creative writing

Creative thinker and problem solver

Attention to detail with high standards

Efficient and organised; able to prioritise a hefty workload with multiple moving parts

Honest, reliable & accountable

Approachable & personable with a good sense of humour

INTERESTS

I have a passion for all things art and design and love to visit exhibitions. I have a musical streak and occasionally sing in a wedding band. I also love baking and cooking and have a flair for cake decorating.

REFERENCES

Richard Brewin at Nu Collective
Richard@nuucollective.co.uk
07507391309

Lesley Sharkey at Stonebridge
Lsharkey@stonebridgegroup.co.uk
07748186859

CONTACT

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Based between London and Cambridgeshire

THANK YOU.

Design & Content Brand Manager, Jerome Russell

March 23 – February 24

Jerome Russell encompasses eight hair and skincare brands, including the UK's number one blonding brand, Bblonde. As Design & Content Brand Manager, some of my key responsibilities included:

- Packaging design for new products, from initial concept mock-ups to print-ready artwork. Pitching ideas to improve current pack designs and improve visual consistency across ranges
- Logo designs for 3 new ranges
- Design of all digital and printed promotional material, including OOH (for example, London Underground 48-sheet), print ads, Amazon A+ listings and retail display units (FSUs, Blip Trays, Aisle Fins) for display within Superdrug's c800 stores
- Developing trade-facing promotional materials, such as brand presentations, brochures and trade exhibition stands
- Participating in brand workshops to establish brand values, appropriate tone of voice, content themes, competitor analysis and key product features and benefits

Designer & Marketing Manager, Courageous Spirits

August 22 – March 23

Courageous Spirits is an innovative young drinks business, best known for its gin brand, Glaswegin. As Designer & Marketing Manager, some of my key responsibilities included:

- Product development, including pack design, COG analysis
- Developing artwork for all Point-of-Sale materials (including major retailers such as Tesco) & merchandise
- Design of all consumer-facing promotional materials, including website assets, email campaigns, social media, print ads & OOH
- Design of all trade-facing promotional materials, such as brochures, presentations and exhibition stands
- Product photography

Designer & Content Marketing Manager, Shearer Candles

January 18 – August 22

Shearer Candles is the UK's longest established creator & purveyor of lifestyle candles. As Designer & Content Marketing Manager, some of my key responsibilities included:

- Assisting Head of Product Development in the creation of all new product ranges, including all packaging design. This included the private label side of the business, where I designed artwork for brands such as Next Home, Kelly Hoppen and TK Maxx
- Design of all trade-facing selling materials, including presentations, catalogues, point of sale, exhibition stands, leaflets. Also supporting trade customers by helping to develop their own point of sale materials and branded display stands
- Design of all consumer-facing promotional materials, including redesign of the website, email campaigns, social posts & promotional videos
- Design of new flagship retail store, including bespoke shop display units, signage, window decals and window displays

Graphic Designer & Marketing Assistant, Douglas Laing & Co.

August 15 – July 17

Group Marketing Manager, SDL Property Services Group

February 11 – August 15

Marketing Coordinator, moneyQuest Mortgage Brokers

July 10 – February 11