

louisa roberts



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Full Driving Licence



Peterborough, UK



Coffee – Milk, 1 sugar

Passionate senior designer with over **ten years** experience. Eight years were spent in a busy **design agency** using my excellent **communication skills** to work closely with high profile national and **international clients**. Excellent **organisational skills** and an **eye for detail** mean I successfully **manage, delegate** and **deliver** projects on time. I will oversee these from initial brief to completion, whether that be working within **tight brand guidelines** or with a fresh **creative brief**.

EXPERIENCE

October 2013 – present

- BGL Group
- Senior Graphic Designer

Supporting BGL Group's busy Communications team in creating new, fresh and engaging digital and print design. Being instrumental in developing and implementing the new BGL Group brand, creating a suite of distinctive but aligned communications and campaigns. Dealing directly with stakeholders and managing my own workload whilst delegating projects to agencies and freelancers. I have recently been nominated internally for an award for my contribution to the re-branding of the Group.

- Involved at all stages in the development, implementation and governance of the new brand
- In-depth knowledge of multiple brands
- Produced designs for digital and print communications on a day-to-day basis
- Part of the BGL Group website design team
- Created bespoke infographics to support both internal and external online campaigns
- Deliver presentations, displays and collateral for Group events and conferences

April 2005 – October 2013

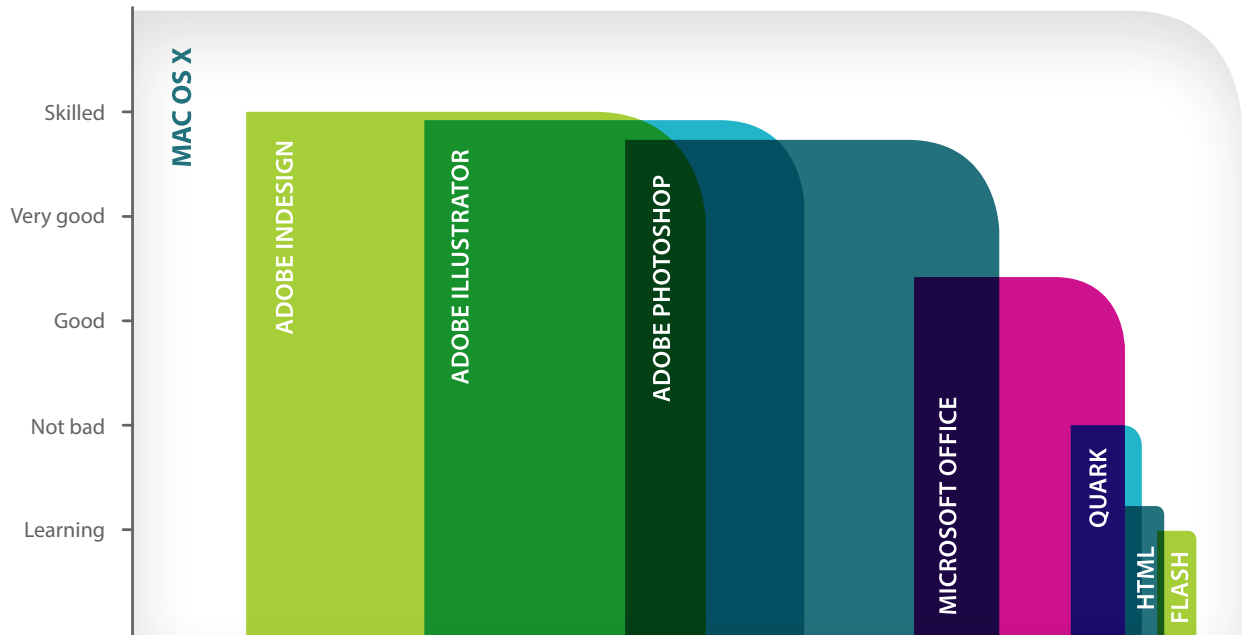
- Charles Whalley Advertising Ltd. (CWA)
- Junior – Senior Graphic Designer

Working with national and international clients producing creative projects to tight deadlines. Responsible for managing multiple projects for Royal HaskoningDHV (international engineering and project management consultancy employing 7000 people worldwide). Delegating and overseeing the completion of projects most notably producing their 2012-13 Brand Guidelines.

Agency experience included:

- Annual report design
- Online and print advertising campaign design
- Exhibitions and POS design
- Newsletters and company magazines design
- Logo design
- Website design
- Flash animation

KEY SKILLS



EDUCATION

- 2001 – 2004** University of Portsmouth
BA (Hons) Degree in Communication Design
- 2000 – 2001** University of Portsmouth
College of Art, Design & Media
– Diploma in Art & Design
- 1998 – 2000** Havant College
3 x A levels including Art and Psychology
- 1994 – 1998** Horndean Community School
9 GCSE's (A - C Grades) Including:
Graphics, Art, Maths, English and Science

INTERESTS

Art and design is a passion and I try to visit galleries, museums and exhibitions when I can (Alphonse Mucha, British Museum, László Moholy-Nagy). I enjoy motor sport and took part in Formula Woman, of which a highlight was completing the Top Gear track in a Catterham 7. Other interests include reading, travelling and the natural world.

References on request.

TEASER

