



# chloe leigh design

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## + about me

As a bit of a brand nerd, my passion comes from creating a whole bunch of assets to work with eachother in harmony, I'm at my happiest when I sit back and look at everything I have designed as a whole and can be satisfied that I have done it to the best of my ability! I'm bubbly and confident and am a real team player. I love collaborating whether it be with brands, people or even just another team in the office, great ideas are always greater when you can bounce them off of eachother! In terms of how I enjoy working, I adapt easily to my environment. I like to consider myself very organised and thrive working in fast paced environments but as a general way of working; I like to set clear goals, prioritising my workload accordingly whilst still making things look fab!

In my spare time, you'll probably find me at a having a boogie at a gig or snuggled up on the sofa drinking tea (wild, I know!)

I have excellent knowledge of the Adobe creative suite including Indesign, Illustrator and Photoshop, as well as experience working in XD and After Effects. I am very competent across all Microsoft software and am always up for trying something new!

## + qualifications

**University of The Arts London**  
**London College of Communication**

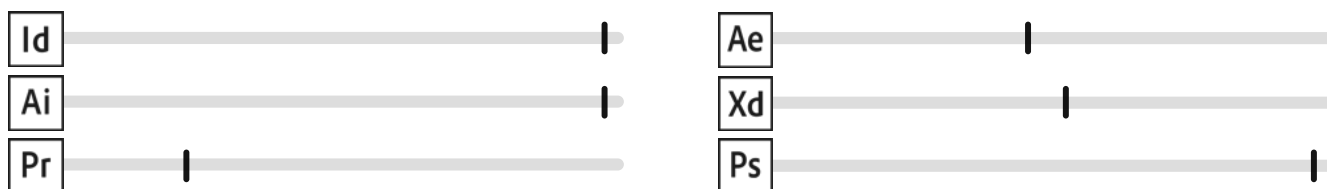
Graphic and Media Design / First Class BA (Hons)  
 Graduated July 2018

**Erith and Welling Secondary School (A-level)**

Graphic Design / B  
 Photography / C  
 ICT / A

\*Please note, I also achieved 11 A\*- C GCSE's (Including Maths, English and ICT) during my time at Erith Secondary School.

## + skills



## + work experience

**Mid-Weight Graphic Designer - Boohoo (Oasis & Warehouse) July 2020 - Present**

During my time at boohoo, I have had the pleasure of working with Karen Millen, Coast, Oasis and Warehouse, four brilliantly British brands, who hold a very special place in the world of e-commerce retail. My duties include, but are not limited to; digital asset creation, animation, email design, packaging design, project management, art direction and branding. A big part of my role is to plan, produce and art direct photoshoots alongside creating all of the customer facing assets to accompany each project. Playing a vital part in re-building Oasis from the iconic high street brand it was and reimagining it into the successful e-commerce business it is today is something I am extremely humbled to be a part of.

## + work experience

### **Graphic Designer - Boohoo (Karen Millen & Coast) June 2020 - July 2020**

A temporary member of the creative design team for Karen Millen and Coast, my role as creative designer included; creating customer facing emails for both brands using 'Mailchimp' and 'Express', Creative concepting, managing printed collateral such as taxi wraps and other print based projects, making assets for social media- both animated and static, basic coding, and general assisting the other members of the team.

### **Creative Artworker - Oasis Fashions April 2019 - April 2020**

Working as part of the creative design team, my role as creative artworker was something that I enjoyed thoroughly. I was involved in creative brainstorming, idea generation and design of seasonal campaigns and other brand assets. My duties included artworking technical and complex window schemes, large format graphics, in-store POS, packaging, labelling, internal communications and marketing & PR collateral.

### **Supervisor - Phase Eight June 2018 - April 2019**

Supervisor at worldwide fashion retail company. Promoted from style advisor after two months currently in line for store management training. Duties include; Managing a team, providing outstanding customer service, processing and analysing retail reports including store specific and company analytics, actioning VM and display guidelines, maintaining excellent VM standards at all times, adapting the shop floor to suit each collection in order to maximise sales and ultimately enhancing the customers experience.

### **Freelance Designer - Chloe Leigh Design May 2018 - Present**

Casual freelance designer taking on various projects to build my portfolio as well as maintaining my awareness of the industry. My most recent project included work for a popular advanced back care clinic based in Central London, helping the company to brand and launch a new franchise. Further works can be seen at [www.chloeleighdesign.com](http://www.chloeleighdesign.com)

### **Bar Staff - Mordens Wine Bar June 2014 - April 2019**

Barista and Waitress during the day at a Wine Bar based in Blackheath Village. Duties include; opening the bar/coffee shop, general cleaning, stocking bar and coffee, managing bar/coffee shop during the day, table service, handling money, taking deliveries, making coffees, preparing food for events, washing up, marketing, serving alcohol and making cocktails. This job requires me to converse with customers, making them feel comfortable and relaxed at all times.

### **Funkyfeet Photography/ Picture This Events April 2013 - Present**

Photographers assistant at a photography company based in Bexleyheath. Duties include; handling money, dealing with customers, editing images, printing and packaging images, helping to set up a portable studio for events and taking orders for photo products. This line of work depends solely on the great customer service that we provide. Up-selling is a crucial part of this job role and allows me to form a good rapport with our customers.