

Julie Shenton · Graphic Designer

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Personal Profile

I am a well motivated, creative designer with a hardworking and passionate approach for creating new and exciting work. I love generating ideas and developing them into unique and exciting solutions.

Since graduating in 2010, I've worked for a range of different agencies, working on live events and design in both digital and print.

Education

2007-2010 - Staffordshire University
BHons Graphic Design- (2:1)

2005- 2007 - Telford College (TCAT)
Btec National Art and Design -
(Double Distinction)

2000-2005 - Ercall Wood Secondary
11 GCSE's (6A's & 5c's)

Interests

I am a very sociable character, I enjoy spending times with friends and family visiting art galleries, museums and landmarks utilising my photography skills in both digital and traditional methods. I also have a great passion for films.

Keeping pace with this fast moving industry has led me to discover the multitude of social media trends. This strategy enables me to share ideas and designs with my peers, to network for opportunity and also allows me to utilise the great tools that are available universally in this field

Growing up as child in the Shropshire countryside I love the outdoors and animals. In my spare time I volunteer at a local small animal rescue, not only doing routine jobs but also helping to promote and develop them. I created an identity for them using Social Media to increase awareness.

Social Media



Click the icon to follow me

Experience

Bluechip Marketing - Creative Artworker

October 2013 - October 2014

Working as part of a new team within a growing marketing company my role was to focus on both artworking and design. I worked alongside account teams on creating precise, target focused briefs to be delivered on time and to budget. I was responsible for ideas development and execution for a wide range of clients including SCA-Bodyform and Plenty, Kelloggs, Cussons, O2, Pringles, Muller and McCains in both print and digital.

Using my creativity and artworking skills I also worked from scamps to develop initial ideas and layouts into a solution. Using my eye for detail and organisation I also worked on print ready checks and creating artworking for print on a variety of formats. In order to support Bluechip's growth I worked within the design team as a key part of ideas development and execution on pitches for new clients. This included developing ideas and supporting the account teams with assets and layouts for presentations.

During my time with Bluechip I also worked alongside the copywriter to create a series of booklets that were used to promote the internal knowledge of the business and to supply to potential new clients.

BJL - Creative Artworker

June 2013 - October 2013

My role was within a fast paced studio working on projects from idea to end production. During my time at BJL I worked a lot with internal campaigns for AIG. This included a new launch for Silent Night including the design of a exhibition stand for an International bed show. ASDA was also a key client I worked with. I developed emailers and a micro site to support the price lock campaign as well as all of the weekly emails that go out to ASDA's many departments including George and ASDA grocery.

Frontline Fit - Freelance Design

December 2010 - June 2013

Frontline Fit had developed through their talented fitness trainers however needed a more professional look and style by developing their brand guidelines. This was to get the correct tone of voice and overall style for the brand. Working from these new guidelines I developed Welcome Packs, promotional materials on and offline and long term marketing plans. As a result of my work the company has gone from

HGA Creative - Junior Graphic Designer

January 2011 to January 2013

While at HGA Creative my role was incredibly varied. I worked not only on print and digital design projects but also live events and video too. HGA prides itself on understanding their clients and their businesses allowing me to gain key skills in developing great working relationships with clients from the start to the end of a project. This role presented a fantastic opportunity to grow as designer and develop my personal skills.

Working within a busy design studio I was responsible for developing concepts on a wide range of briefs, working on pitches, initial concepts as well as the later stages of production. I increased my skills within design software (Adobe Photoshop, illustrator and InDesign) also developing knowledge of printing processes and liaison for quotes. strength to strength operating in many new locations.