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**SHANA MARIE**  
(She/her)

Multi-disciplinary Creative with a  
background in Graphic Design

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Information

South West London  
United Kingdom  
  
+447931433515

[Instagram](#)  
[Website](#)  
[LinkedIn](#)

Date of Birth: 25/01/99  
Disability: Yes  
Reference: [Dan Aldridge](#)  
iam.danaldridge@gmail.com

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Education

**First Class Honours**  
**BA (Hons) Graphic Design and Illustration** with Placement Year  
University of Hertfordshire  
  
2017-2021

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Skillset

- Able to Work Remotely
- Design Research
- Branding and Strategy led
- Adobe Creative Cloud including AE, AI, PS and ID
- Figma
- Social Media Content Creation and E-commerce
- Thrive in Teamwork Environments
- Screenprinting
- Excellent Copywriting Skills
- Forward Thinking Concepts Keynote/PP Presentations
- Giphy/Animated Stickers
- Creative Problem Solving
- Effective Public Speaking
- Confident Client Pitches
- Sustainability Interest
- Motion Graphics skills

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Experience

**MULTI-CHANNEL DESIGN ASSISTANT | [RIVER ISLAND](#) HQ | JULY 2019 - JULY 2020**

I balanced a range of responsibilities, responding to social briefs across all channels whilst assisting Senior Designers. I have worked across Packaging, Billboards and Infographics on AW19 Together Campaign. Adapting to the fast paced environment, I was able to provide quality motion graphics (including stories and gifs) with quick turnarounds. I communicated across E-commerce channels in order to upload graphics to the Main Site using programmes Adobe Scene 7, Sketch and Sitemanager.

**BRAND AMBASSADOR, CREATIVE STRATEGIST & FREELANCE CREATIVE | [HER HUSTLE NETWORK](#) | NOV 2019 - JAN 2021**

As an Ambitious Student, hungry for creative opportunities I provided a unique perspective and became a creative strategist/consultant assisting the Co-Founders, Emma and Elspeth. I pitched myself as a Brand Ambassador, promoting the network and being an integral part of the early stages of Her Hustle. Alongside my ideas, I was hired on a freelance basis to execute these concepts. I worked on social media projects such as #NewNormal - an Instagram story series and the roll out for the Membership Package.

**FREELANCE JUNIOR CREATIVE | [ANYWAYS CREATIVE](#) | SEPTEMBER 2021**

I worked alongside the Anyways Creative team on a week-long ideas sprint, resulting in six strong concepts with individual deliverables. I spearhead three out of six concepts and provided copywriting to create an immersive experience for the client. Ending the week presenting all research, design and copy in a pitch deck ready to send over for deliberation.

**FREELANCE MULTI-DISCIPLINARY CREATIVE | SHANA MARIE DESIGN | JAN 2020 - PRESENT**

Whilst becoming self-employed during the pandemic, I have built a strong roster of clients including, [MTV](#), [VEVO](#), [Moody LTD](#), [HEYBIGMAN!](#), [Full Fat Agency](#) and the [LEGO](#) Group.

**FREELANCE GRAPHIC DESIGNER | [MOODY LTD](#) | JAN 2021 - PRESENT**

On a monthly ad-hoc basis I work alongside the Moody team. From artworking iconic assets for the app, to designing a set of brand guidelines for their new ventures, my responsibilities vary. I am able to deliver and execute high quality graphics and communicate client changes swiftly.

**FREELANCE JUNIOR CREATIVE | [ANYWAYS CREATIVE](#) | DECEMBER 2021 - PRESENT**

Whilst working at Anyways Creative, I have worked on numerous client pitches creating decks and presentations - occasionally taking lead on client calls and liaisons. As a multidisciplinary creative my responsibilities vary from strategy led research and conceptual ideation to collaborating and supporting my creative team.