

Sarah Hextall

Print & Digital Designer



Bristol



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Skills:

Print and digital design including; corporate identity, logos and branding, brochures, publications, stationery, leaflets, flyers, merchandising, event graphics, posters, large format print, POS, typography, hand drawn lettering, website banners, social media banners, frame and motion GIFs, interactive PDFs, infographics, PowerPoint presentations, photo retouching, concept visuals, motion graphics and data merge in InDesign and Photoshop, managing and mentoring junior designers. I also speak basic Danish.

Software Skills:

Adobe Creative Cloud 2021:

Photoshop ●●●●●●
Illustrator ●●●●●●
InDesign ●●●●●●
Acrobat Pro ●●●●●●
AfterEffects ●●●●●●

Microsoft Office:

PowerPoint ●●●●●●
Word ●●●●●●
Excel ●●●●●●

Systems:

Mac ●●●●●●
PC ●●●●●●

Work Experience:

- **British Corner Shop: Graphic Designer, 10.2020-Now**
 - I have a varied workload including email design, web and social banners, GIFs, digital catalogues, presentations, brochures, leaflets and various print work.
 - Managing the workload for myself and a Junior Designer.
 - Managing and mentoring a Junior designer.
 - Working on ways to improve the time efficiency of the projects, recently by improving my skills in, and utilising data merge for large scale product catalogues as well as creating over 400 GIF banners with datamerge and automations in Photoshop.
- **Freelance Graphic Designer, 02.2018-10.2020**
 - During that time I worked at a variety of design and events agencies as well as corporate and in-house, across multiple business sectors.
 - Brands I worked on include; EDF, Eurostar, Savills, HSBC, John Lewis, Abel & Cole, Jeep, PepsiCo, SPAR, Thomas Cook, Thomson Reuters and Tétris.
 - I expanded my skillset by learning video and animation skills in AfterEffects.
- **Redington: Senior Graphic Designer, 02.2017-01.2018**
 - My workload included branding, publications, RFPs, pitches, infographics, event graphics, website and social media banners and all internal communications.
 - I made their messaging more accessible, working with stakeholders to present their statistics and processes in a way that was easier to digest and boosted the impact.
 - I launched Redington's new brand throughout the company, 160 assets in 2 months, from business cards and office graphics to welcome packs.
 - I managed and mentored a fulltime freelancer.
- **Mecca Bingo, The Rank Group: Print & Digital Designer, 06.2015-02.2017**
 - I worked across print and digital, from large format signage and POS to leaflets and mailers, site banners, social banners, landing pages and GIFs.
 - During Mecca's rebrand I helped to refine the style and it's usage across web, print and the App.
 - As the lead Print Designer, I checked and uploaded all artwork for print as well as creating and maintaining all print templates.
 - I helped to mentor the junior designers in both print and digital design skills.
- **Abel & Cole: Freelance Designer, 04.2015**
- **Travelling: various jobs, 07.2013-01.2015**
- **fonehouse Group: Graphic Designer, 05.2012-07.2013**
- **Reed Global: temporary jobs, 02-05.2012**
- **Leadbitter Group: Freelance Designer, 01-02.2012**
- **On Screen Productions: Freelance Designer, 09.2011**
- **DesignHQ Limited: Junior Graphic Designer, 02-06.2011**
- **Whype Ltd: Graphic Design intern, 03-05.2010**

Education:

- **Graphic Design BA (Hons), U.W.E, 2009**
- **Graphic Design HND, Art & Design AVCE, Filton College, 2008**
- **13 GCSEs A-C grades, Patchway Community College, 2004**

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References:

The recommendations below, along with others, are visible on LinkedIn [here](#).
Contact information for references are available on request.

Chris Wong, Art Director. MCM Creative Group:

"A lifesaver on many occasions, Sarah remains one of a select few go-to freelancers for us whenever things get a bit sticky.

She came to us on recommendation from a former colleague and did not disappoint. On entering a very pressure-filled environment and time-sensitive situation, it quickly became clear that Sarah is able work as swiftly as required, whilst maintaining a great level of quality. She has very solid and diverse design skills, and a good eye for aesthetics.

On a personal level, I enjoy Sarah's company and humour very much, making the working relationship all the more positive. While we always communicate in a friendly and relaxed manner, she always respects my direction.

Sarah would certainly be an asset to any team, either on a freelance basis, or if she decided to take on a more permanent position."

Dan Swain, Head of Reporting. Redington Ltd:

"Sarah headed up a 'make brand easy to use' self managed team tasked with rolling out the new Redington brand. All the work produced by this team was of the highest standard and could not have been better received by the business.

Sarah is an engaging, creative and enjoyable person to work alongside. She brings her vast project management skills coupled with a personable and approachable attitude to everything she delivers.

I would be happy to provide further testimony on her behalf if and when required."

About Me:

I'm a creative Graphic Designer with almost 10 years of experience across print and digital design, in a variety of business sectors, in-house and agency side. I'm always excited to solve new creative challenges, and pay attention to the details to provide the best possible outcomes for the project, from concept to final artwork.

I enjoy personal design projects in my spare time, as well as walking, cycling, camping, gaming, baking and anything creative.