

EVALYN

I'M EVALYN

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I am the proud defending champion of the 'Office Opera Singer' award... apparently I wasn't as quiet as I'd thought.

Besides singing at my desk, I spend my days learning from an insanely talented group of people, pushing myself to come up with bigger, better, crazier ideas that meet the brief but also push the client out of their comfort zone. I enjoy the challenge of finding creative, but logical solutions to problems and I REALLY enjoy presenting work I've worked hard on, back to clients.

KEYNOTE



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



ADOBE INDESIGN



ADOBE AFTER EFFECTS



EDUCATION

Presdales Sixth Form,
AS and A2 grades
Graphic Design - AA
Mathematics - AB
Photography - AA*
Psychology - A

Presdales School,
GCSE grades
12 A*s & 4 As

INDUSTRY EXPERIENCE

January 2023 - Present | Freelance Senior Graphic Designer

July 2023 - March 2024 | Senior Designer, MSL UK

November 2021 - July 2023 | Mid-Weight Designer, MSL UK

- Conceptualise ideas for pitches, PR projects, influencer content and employee engagement challenges across a wide range of executions such as stunts, launch events, initiatives, branding, social campaigns and internal comms
- Craft visual identities: taking concepts from scamps to finished designs
- Structure and write the narrative of creative presentations to create a convincing, exciting response to brief
- Design pitch decks following brand guidelines, designing unique logos and idents to bring creative ideas to life
- Curate art direction throughout pre and post production, attend shoots, work closely with Directors, Crew and Clients
- Build relationships with Senior Leaders and Clients: presenting work, selling ideas and becoming someone they trust
- Support and line manage Junior & Mid-weight designers, and oversee a range of freelancers on different projects

April 2021 - November 2021 | Art Director/Graphic Designer, ThirtyThree

May 2019 - April 2021 | Junior Art Director/Graphic Designer, ThirtyThree

- Conceptualised ideas for campaigns big or small, social or film, 'play it safe' or 'let's push the client'; for brands such as EE, The Army, BMW and more
- Designed visual identities for campaigns, employer brands, socials, and print: finding that sweet spot of staying on brand and exploring something new
- Worked on, and won, pitches
- Put together decks that almost made people cry (their words, not mine)
- Presented projects to and developed trust and relationships with clients
- Worked closely with specialist teams in social, digital and film.

September 2018 - May 2019 | Client Executive, ThirtyThree

June 2018 - September 2018 | Marketing Administrator, ThirtyThree

- Built relationships with clients, and organised/led meetings
- Researched and produced media plans to brief and budget
- Took, understood and dissected client briefs and briefed internal teams.

OTHER EXPERIENCE

July 2017 - April 2018 | Studio Manager; Photographic Synergy

- Built relationships with clients, edited and prepared photographs ready for print, managed staff schedules, created art-work for events and co-ordinated customer appointments and sales of photos.

February 2018 | Events Assistant; Meredith Collective

May 2017 - September 2017 | Wedding Planner Intern; Raspberry Events

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