



Anais Carla Smith



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Summary

An emerging graphic designer specialising in branding and visual identity, with a passion for design representing bold typography and campaign work. My Graphic Communication degree has honed communication, organisational and creative thinking skills combined with practical working experience acquired with Horizon RMS. Displaying adaptable working attributes, a strong work ethic and commitment to excellence, now eager to continue to contribute to dynamic teams with meaningful impact, adding value to employer's objectives.

Education

2019 - 2022

Norwich University of the Arts

BA (Hons) Graphic Communication

2016 - 2018

Long Road Sixth Form College

Level 3 Cambridge Technical Introductory Diploma in Media

Level 3 Cambridge Technical Introductory Diploma in Art and Design (Photography)

2011 - 2016

Parkside Community College

GCSES

Interests

- Branding
- Visual identity
- Design for good
- Campaign design

Experience

Nov 2023 - Present, *Cotton On Group (Typo)*, Sales Associate

Oct 2022 - Nov 2023

Horizon Retail Marketing Solutions

Junior Graphic Designer

- Oversaw design development from concept to completion, including branding graphics, print design and marketing collateral.
- Created quality, high-res digital image files for use in digital and traditional printing methods.
- Facilitated coordinated branding approach and worked within brand guidelines to bring concepts to fruition.
- Remained up to date with web design best practices and industry trends.
- Mastered Adobe Creative Suite and Photoshop Illustrator to support design work and image editing needs.

Software

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro

Qualifications

BA Graphic Communication:

Upper Second Class 2:1

Diplomas:

- Media - Distinction*
- Photography - Distinction
- Musical Theatre - Merit

Carla
Creates