

RACHEL EPPY

GRAPHIC DESIGNER & ILLUSTRATOR

PERSONAL STATEMENT

I am an accomplished Graphic Designer and Illustrator based in Hitchin. I have over 10 years' design experience within different agency, in-house and self-employed settings, with a steady career progression to date. I have a sizeable and varied portfolio of work (viewable online) and I can provide highly positive feedback from all my employers regarding quality of work, dedication to all my projects and ability to meet tight deadlines.

SOFTWARE PROFICIENCIES:

- ◆ Adobe Photoshop
- ◆ Adobe InDesign
- ◆ Adobe Illustrator
- ◆ Adobe After Effects
- ◆ Adobe Premiere Pro
- ◆ Adobe Dreamweaver
- ◆ Affinity Design, Photo and Publisher
- ◆ Wordpress / Basic HTML & CSS
- ◆ Microsoft Office
- ◆ Sketchup

PROFESSIONAL SKILLS SET:

- ◆ Team Player
- ◆ Problem Solver
- ◆ Highly Organised
- ◆ Ability to Multitask
- ◆ Keen Eye for Detail
- ◆ Strong Communication Skills
- ◆ Print Production Knowledge
- ◆ Passion for Innovative Design
- ◆ Pro Active & Highly Motivated
- ◆ Outstanding Time Management
- ◆ Excellent Listener & Communicator
- ◆ Confident B2B and B2C Experience

WORK EXPERIENCE:

Goldmine Media Ltd

Graphic Designer / Jan 2021 - Jan 2022

Goldmine Media Ltd is a fully integrated communications and marketing agency that delivers a wide variety of bespoke services and custom solutions for financial professionals and businesses. I worked within a small team of designers, collaborating to deliver high-end, impactful design products and solutions for a wide range of clients at a fast pace. We were tasked with creating engaging content to inspire trust and brand loyalty for those across the financial, wealth management, lifestyle planning, mortgage, insurance, professional services and technology sectors. We were in charge of carrying out a large variety of tasks for thousands of clients that included sales and marketing collateral, logo creation, branding, html and WordPress websites, digital and print client magazines and guides, brochures, leaflets, factsheets, tax data cards, client reports, biannual budget guides and more.

Amber Publications Ltd

Lead Graphic Designer / Oct 2018 - May 2020

Amber Publications Ltd produces monthly community magazines including advertisements and articles that are local and relevant to the readers. There were originally 4 magazines covering Hitchin, Letchworth, Welwyn Garden City and East Bedfordshire, with a distribution of around 67,000 copies. I was the sole designer for this small company and created the magazines and customer advertisements according to the Editor's and clients' requirements. I also maintained the social media pages and managed distribution of magazines around Hitchin. There was also a Design & Print service on offer where I created branding from scratch, or improved on customers' existing branding. Such design projects included business cards, signage, leaflets, posters, flyers, logos, booklets and festival programmes.

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PROFESSIONAL DEVELOPMENT:

- ◆ UI Design
- ◆ UX Design
- ◆ Motion Design
- ◆ Video Editing
- ◆ Photography
- ◆ HTML & CSS Coding

EDUCATION:

- ◆ BA (Hons) Illustration
Anglia Ruskin University - Oct 2011
- ◆ A/AS Levels
Hitchin Girls' School - Sep 2008
- ◆ GCSEs
Hitchin Girls' School - Sep 2006

Please note: Certificates available on request.

INTERESTS:

-  Drawing
-  Hiking
-  Video Games
-  Live Music
-  Kickboxing
-  Travelling

Eppyart

Freelance Designer & Illustrator / Apr 2011 - Oct 2018

I have worked freelance on and off throughout my career, focusing on a variety of graphic design and illustration projects. For example, I have worked 2 seasons at Standon Calling Festival as part of the creative art team, producing large-scale decorative artwork for the arena in keeping with the festival's theme. I have also produced individual commissioned illustration and graphic design work using a mixture of traditional media and digital software. I have covered services from logo and branding design to custom portrait illustrations.

Brora Ltd

Graphic Designer / Mar 2014 - Nov 2017

I worked at Brora, the luxury Scottish Cashmere brand, at their head office as a Graphic Designer within the marketing department. My primary role was to create high quality, branded graphics for multiple marketing purposes, whilst working to tight deadlines. This involved creating advertisements, seasonal brochures, lookbooks, POS packaging, website content, email marketing and various other projects from concept to finish, whilst working closely with the Creative Director and Founder, Victoria Stapleton. The marketing material we created was distributed to our fourteen retail outlets, press and carefully selected customers to promote our products, store events, season launches and current discounts. Brora is an international, well respected luxury brand, favoured by high end stylists and worn by Royalty. I thoroughly enjoyed working at Brora on a permanent, and more recently, a freelance basis. I have gained extensive knowledge and experience within the fashion industry and marketing.

Two's Company Ltd

Junior Graphic Designer / Jul 2013 - Feb 2014

My role at Two's Company was to take projects from initial concept to finished print for packaging, where quality of work was essential. I gained excellent knowledge and experience within the pharmaceutical industry and worked with international, well-known clients, primarily Omega Pharma, for whom I produced various graphics, packaging and displays for their brands, namely Nytol, Beconase, Prevalin Allergy and Jungle Formula. Here I gained experience working primarily with promotional graphics, packaging graphics, POS design and digital 3D modelling.

Skywide Design Ltd: *Graphic Design Internship / Jan 2013 - Jul 2013*

Herts Web Design: *Design Work Experience / Jan 2012 - June 2012*