



Helen Burrell

Graphic Designer - Illustrator BA(Hons) Animation

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📍 Manchester



Skills

- Motion Graphics
- Animation
- Storyboarding
- Filming, Editing
- Video, Audio
- Project Management
- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Premiere Pro
 - After Effects
 - Audition
 - PowerPoint
 - Word
 - Acrobat
- Illustration
- Client Interaction
- Design Concepts
- Brand Development
- Junior Mentoring
- Training colleagues
- Packaging, POS design
- Print, pre-press

An inspirational, driven and creative designer with expertise in graphic design, animation, video editing, brand identity, illustration and project delivery. Experienced within agency, marketing and comms team environments, creating for global brands and small businesses. Excellent communication and copy writing skills. Develops trusted relationships and produces relevant and impactful content for specific audiences, and communicating sensitive subject matter.

Experience

Creative Design Executive

Interserve

Dec 2016-Present

Creating strong visual content for use in both internal and external campaigns, working within the communications team.

- Developed the brand and built an asset library with new icons, photos and imagery for company-wide use, uniting a previously diluted identity.
- Created new identity for Health and Safety campaign including logo, video and safety graphics which standardised best practice.
- Led a video project for supporting the 'Rise Bakery' charity by storyboard, filming, editing and art direction to deliver the social media campaign to promote the charity brand.
- Supported crisis communications including Covid-19 and a cyber attack, with immediate response ensuring the visual material was clear, concise and professional.
- Created templates for 'user generated' content which enabled employees to self-produce materials within branding quality standards.
- Managed Early Careers rebrand end to end with a campaign to attract young people at a careers fair. Using a focus group, created branding and print collateral for the event stand.
- Filmed business leaders for internal videos, using teleprompting studio kit. Built a rapport to make them feel at ease, ensuring maximum impact when delivering announcements.
- Trained and mentored colleagues using Adobe software and taught design techniques.

Creative Designer

TP Link UK

May 2015-Dec 2016

Working in a B2B marketing team to sell networking products through digital advertising, print, point of sale displays and social media channels.

- Led the design stream for the Partner Portal, working with web developers to produce a CMS. Created wireframes and UI UX design. Won CRN award for best partner programme.
- As the chief animator and illustrator, produced customer-centric explainer videos on how to best use powerline, extenders, routers and technology around the home.
- Maintained and updated online marketplace products, designed product feature images and instructional diagrams.



Awards, Recognition and Achievements

- Top prize winner of Walkers Crisps 'Superfan' viral video marketing campaign
- Shortlisted for final round of Channel 4 sting animation competition
- Shortlisted to final 6 illustrators for children's book at Lancaster LitFest
- Volunteered for one year with charity Project Trust in Uganda, teaching English and Art.

Training, Education and Qualifications

- BA (Hons) Animation 2:1 UCA, Surrey
- BTEC Nat. Diploma Foundation Art & Design
- NCFE Photography
- NCFE Life Drawing
- A-LEVELS in English Language, History, Art & Design, General Studies

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Experience continued...

Graphic Designer

Cloudbuy

March 2014-April 2015

Designing websites and powerpoint presentations for a B2B cloud marketplace solution.

- Interpreted complex eprocurement processes into a simpler visual language using infographics.
- Designed user interface for the marketplace, including clients Visa and Historic England.
- Developed brand identity with new swatches, icons, imagery and graphics for the guidelines.

Graphic Designer

EVC Design & Print Agency

March 2013-Feb 2014

Working in a B2C in-house design team alongside production to provide print services to clients.

- Engaged with clients to capture and understand their brand values to produce final design.
- Updated and re-skinned the company website using html and css to modernise the look and feel.
- Trained up on pre-press print imposition and preparing plates for printing machines.

Creative Designer

Exertis UK

April 2011-March 2013

Designer for a B2B sales company, promoting technology products via web and printed media.

- Worked with global tech brands following their guidelines to produce adverts and promotions.
- Co-ordinated with the design team to create product catalogues following agreed templates.
- Ownership of design for our customer magazine – including layout, formatting and branding.

Web Designer

Yell Adworks

Nov 2010-March 2011

Designing websites for small businesses giving them a fresh, modern online presence and identity.

- Designed and built websites using CMS to revamp a client's brand.
- Developed knowledge in designing with html and css to fit wireframe templates.

Animator and Illustrator

Feel Design

Sept 2009-Oct 2010

Specialising in design, animation and illustration to complement the web development team.

- Interpreted a storybook into a full animated pilot episode as the lead animator. Collaborated with the author Robert Duncan, agreed on design, backgrounds, colour palette and storyboard.
- Trained on Toon Boom Animate Pro to produce final film, using hand drawn illustrated assets.