

joseph campbell

- > Web Designer / Graphic Designer
- > Digital Marketing Designer
- > Junior Digital Designer

SOFTWARE SKILLS

Photoshop
After Effects
Illustrator
Adobe XD
Premiere Pro
Visual Studio Code
Microsoft Office
Sketch
Campaign Monitor
Mailchimp
Litmus

CODE SKILLS

HTML
CSS
Bootstrap

07792402536
campbelljoseph@hotmail.co.uk
www.josephcampbell.co.uk

OBJECTIVE

Passionate, reliable, committed Digital Designer with 4 years' experience in the Digital Design industry and a degree in Graphic Design from the University of Portsmouth. Experienced in email marketing, web design/development and possess excellent communication skills with the ability to work independently or as part of a team.

Currently looking for Graphic /Digital designer roles where I can use my current skills to their full potential, and also expand my knowledge in the field to further my professional development.

DESIGN EXPERIENCE

Aug 2020 – Present
ShopTo.Net

Web Designer / Graphic Designer

- > Working with game publishers (such as Sony and Nintendo) to create & execute effective marketing plans in order to drive sales for current and upcoming game releases.
- > Creating eye-catching & engaging web banners, emails and social media posts as part of marketing campaigns, to promote the sales of games and consoles on the website.
- > Using HTML and CSS to create email templates and landing pages.

Apr 2019 – July 31st, 2020
TaxCalc

Digital Marketing Designer

- > Working in Sketch to design eye-catching emails that engage with potential customers to and drive sales for the business.
- > Using HTML and CSS to code email templates that are responsive and look good on all email clients.
- > Using Campaign Monitor to assess the performance of emails on an individual and campaign wide basis, in order to make adjustments to any future emails and campaigns based on those assessments.

May 2018 – May 2019
The Book People Ltd

Junior Digital Designer

- > Working in Photoshop to create striking email and promotional banner designs to drive sales for the business.
- > Leasing with marketing department to ensure all emails are to standard and sent out on time.
- > Using Adobe XD to mockup potential email designs and present to the marketing department for approval.

Mar 2017 – Apr 2017 (2-month placement)
Create Designs

Design Intern

HOBBIES AND INTERESTS

Very keen interest in web design and development. Constantly looking to improve my skills and stay up to date with new technologies in the field. Avid reader of Science fiction and Lit-RPG books. I'm a big Heavy Metal music fan, and I enjoy going to concerts to see my favourite bands.

- > Working in Photoshop to create modern, striking and engaging website designs to drive sales and promote businesses better.
- > Taking client feedback onboard to ensure designs are exceeding all their expectations and standards.
- > Using WordPress to quickly and efficiently produce a fully functioning website for the client.

EDUCATION

2014 - 2018

University of Portsmouth

Graphic Design (BA) 2:1

Degree focused on exploring Graphic Design through the use of digital media (Adobe Photoshop, Illustrator, InDesign, Flash, After Effects) and traditional media (letter press, screen printing, book binding). Degree is also strongly focused on research informed design. Projects that I have undertaken include: information and interactive info graphic design; title sequence design; book design; poster design; blog creation and presentation of work.

This course combines research and practical work, developing transferable skills in:

- > Conducting research using different tools and sources such as magazines and books. Using research to inform design and generate high quality outcomes.
- > Working independently to meet deadlines by setting own mini deadlines and managing workloads effectively.
- > Working with a team of peers and communicating over email/ phone and face to face in team meetings to produce an effective solution to a design problem.
- > Independently learning new software and software skills.
- > Presenting work to clients and peers and improving work if needed based on

Received a commendation from the Royal Society of arts for my project (Spot the Signs) to help promote better mental health in the work place. Presented my idea to a panel of judges in Royal Society of Arts in London, where I had to talk and sell my idea for 30 mins in front of them.

2012 - 2014

BCA College, Burchett's Green

BTEC Art & Design

Achieved grades: Distinction Star, Distinction, Distinction

FURTHER EXPERIENCE

Sept 2016 – Dec 2016 (3-month placement)

ABA Design

Studio Junior

- > Using my knowledge of Adobe Photoshop, Illustrator, Indesign and After Effects to come up with my own solutions to current and ongoing design briefs.