

AMY LOWERY
amylowery-design.com



CONTACT

amylowery@hotmail.co.uk
07592153710

SKILLS

PROFICIENT IN

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
Microsoft Office

EXPERIENCE IN

Adobe XD
Photography
Art Direction

EDUCATION

Bachelor Degree
with Honours in
Graphic Design from
the University of
Huddersfield

EXPERIENCE

DESIGN LEAD | PRAETURA

FEBRUARY 2024 - CURRENT (MATERNITY COVER)

- Creating long-form documents such as printed brochures
- Designing exhibition stands
- Working on campaigns, creating a variety of merchandise
- Designing webpages and briefing an external web designer
- Creating finance presentations
- Assisting in building FounderHub, an education platform offering advice to founders, and uploading 120+ articles from over 60 authors

GRAPHIC DESIGNER | SOCIAL REPUBLIC

APRIL 2023 - JANUARY 2024

- Lead designer for clients including MCRactive, Cafédirect and Constance Hotels, delivering high-impact marketing assets in a fast-paced environment
- Creating social media campaigns for Instagram, Facebook and LinkedIn with a blend of organic and paid posts. Total impressions across all clients average at 1.8M per month.
- Create competitor and industry analysis to pitch new ideas to a wider team and clients social strategy
- Collaborated in a cross-functional team on client pitches, visually communicating new ideas to help secure new business relationships
- Auditing brands to help improve and realign their social media presence, tone of voice and overall perception to their target audience, including mocking up visuals to help pitch improvements

GRAPHIC DESIGNER | TRIB3

APRIL 2021 - JANUARY 2023

The main responsibilities of my role were to lead the creative of Store Marketing across all Gyms and supporting the Creative Manager on campaigns.

- Designing social media assets such as Instagram grid posts and stories, LinkedIn assets for gyms, but also to support the CEO and board with Franchise social media.
- Leading the creation and deployment of toolkits for pre sale and openings, including flyers, business cards, A-boards and other print collateral.
- Designing building vinyl artwork internationally.
- Creating artwork for paid advertisements working alongside an external agency, both video and stills.
- Storyboarding for photoshoots and working with external videographers on all campaign shoots.
- Carrying out regular extensive competitor analysis attending workouts, keeping up to date on trends both in the wellness and design industries.
- Designing finance decks for investment pitches for the board.

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EXPERIENCE

GRAPHIC DESIGNER/MARKETING ASSISTANT | LOUVOLITE

SEPT 2016 - NOV 2020

- Designing customised marketing material for clients
- Colour matching fabric swatches for web and print; ensuring material is also consistent between image and physical product
- Editing roomset photography, colour matching and adding in backdrops
- Liaising with printing companies on a wide range of jobs
- Designing E Shots for both Louvolite and their customers
- Working with the Engineering Department to create instructional booklets for customers
- Creating Social Media content such as video and GIFs
- Working on UX/UI design for website and app
- Designing marketing material such as wallplanners and stationary
- Shooting informative videos for customers
- Creating Instructional and Promotional Videos
- Adding backdrops to videos
- Creating a Pricelist book for UK, Canada and Australias customers

CREATIVE ASSISTANT | R.H.SMITH

MAY 2015 - SEPT 2015

- Representing the company in a photography studio and assisting in preparing photoshoots for brands such as Wilkinsons, Aldi and Ann Summers by planning a schedule, selecting models and preparing the wardrobe.
- Makeup artist for Wilkinsons facepaint packaging; ensuring photos for the step by step guide can be easily interpreted by customers.
- Retouching model photography
- Independently designing headwear for Claire's Accessories and liaising with a factory on manufacturing samples
- Photographing costume samples to be used in PowerPoint presentations or to help with organisation amongst the design team.
- Photographing samples to be approved by Licensors.
- Designing Powerpoint presentations containing our current products which were presented to Buyers.

CHILDSWEAR CLOTHING DESIGNER | SGT. SMITH

AUG 2014 - MAY 2015

- Designing and printing customised orders onto clothing using a heat press
- Managing temporary staff
- Answering customer complaints and enquires