Laura Robinson

GRAPHIC DESIGNER & WEB DEVELOPER

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🌐 www.laurarobinsondesign.com

EXPERIENCE

Freelance
GRAPHIC DESIGNER & FRONT END DEVELOPER

📅 Sep 2020 - Today   📍 Parham, Suffolk

- Taking on projects from concept to delivery
- Managing multiple projects simultaneously
- Design and development of websites using both HTML/CSS and web-builders
- Design and creation of brochures, magazines and flyers
- Box and packaging design
- Coordinating print jobs
- Creating brand guidelines and acting as brand amabassador
- UX & UI design for complex sites, and coordinating builds with digital agencies
- Creating interactive, animated PowerPoint presentations

KPMG
FRONT END DEVELOPER

📅 Mar 2020- Sep 2020   📍 Canary Wharf, London

- Design of microsites used for RFPs and pitches, using Adobe XD
- Development of both templated and bespoke microsites, including CSS animation
- Management of HTML/CSS files and updates for a number of sites
- Sourcing relevant stock imagery and creating illustrations/icons to be used on the sites
- Updating main KPMG website
- Project leader, developing brands and creating full suites of materials including microsites, presentations and brochures

GLOBAL POWERPOINT DESIGNER

📅 Jan 2019 - Mar 2020   📍 Canary Wharf, London

- Designing interactive, animated powerpoint presentations for high profile clients across the globe, from the US to Scandinavia
- Managing complex projects from conception to publication
- Using Powerpoint to develop brochures and flyers, giving clients flexibiltiy to amend text themselves
- Creating full suites of marketing materials for events

Marsh & Parsons
PRODUCTION EXECUTIVE

📅 Aug 2017 - Jan 2019   📍 Hammersmith, London

- Working alongside media agencies to deliver outdoor, press and online advertising
- Design of marketing collateral, stationery and merchandise
- Redesign and output of both internal and external brand campaigns across all channels
- Update of brand guidelines and ensuring their correct application throughout the company
- Design and animation of clean, interactive and graphically creative PowerPoint presentations and overhaul of existing templates
- Coordination and development of bespoke brochures and direct mail pieces aimed at boosting under-performing offices
- Analysis and reporting of data collected to measure effectiveness of advertising campaigns

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DESIGN & MARKETING ASSISTANT

📅 Apr 2015 - Aug 2017   📍 Victoria, London

TECH STACK

- Figma, Sketch
- Photoshop, InDesign, Illustrator, XD, Premiere Pro, After Effects (WIP)
- PowerPoint, Word, Excel, Google slides
- HTML, CSS, Bootstrap, JavaScript (WIP), Visual Studio Code
- Filezilla, Git, Github
- Squarespace, Wordpress, Wix

LANGUAGES

Language	Proficiency
English	●●●●●
French	●●●●●
Spanish	●●●○○
Russian	●○○○○
Italian	●○○○○

EDUCATION

Central Saint Martins
SHORT COURSES

- 100 Design Projects
- Graphic Design Intermediate
- Maximum Illustrator

📅 2017   📍 Kings Cross, London

King's College London
BSC FRENCH & MANAGEMENT

📅 2009 - 2013   📍 Aldywch, London

Sciences Po
ERASMUS

📅 2011-2012   📍 St Germain, Paris

Marlborough College
A-LEVELS FRENCH, SPANISH & MATHS (ABB)

📅 2006 - 2008   📍 Marlborough, Wiltshire

Lycée Français Charles de Gaulle
GCSE 10 (A*- C)

📅 2000 - 2006   📍 South Kensington, London

L'île Aux Enfants
PRIMARY

📅 1993 - 2000   📍 Kentish Town, London

REFERENCES AVAILABLE UPON REQUEST