

Connor Edwards

Hello, I'm a passionate and versatile graphic designer keen to develop my craft.

I love to sink my teeth into fun, creative and challenging work. I have a highly creative outlook and a keen eye for finer details.

I'm a great team player who is not afraid to step outside of their comfort zone, always eager to learn and develop new skills.

I work well under pressure whilst managing workloads effectively and I am always striving for self improvement, pushing myself with each new project.

Get in touch

07928028032
connoredwards23@gmail.com

Technical skills

- Adobe Creative Cloud
- Email design
- Packaging design
- Display ads
- Print/digital ads
- Branding
- Photo manipulation
- Data visualisation
- Infographics
- Editorial layout
- Vector graphics and illustrations/iconography
- Basic motion graphics
- Design for web using Adobe XD
- Art direction
- Skilled on Mac/PC

Education

BA (Hons) Graphic Design - 2:1
Norwich University of the Arts,
2009-2012

References/Portfolio

Available upon request

Experience

Digital Designer

Virgin Wines
2019-Present

In my current role, I work on a variety of creative projects: from digital banner ads, CRM marketing, art direction for product photography, packaging design for alcohol labels and leading on printed publication design.

This job requires a high level of attention to detail, excellent Photoshop skills, and quick idea generation and execution.

In this job I also:

- Take part in 'design sprints' for new alcohol packaging design, which I then pitch to the wine/beer/spirit buyers
- Maintain corporate design work for external partners such as Amazon and The Daily Mail
- Work on redesign concepts for various print and digital projects

Senior Designer (Pitch & Projects)

Archant Ltd
2018-19

Working in the Pitch & Projects team required a high level of design knowledge, creativity and idea generation for external client contracts. Some of my projects included rebranding the Norfolk Food and Drink Awards and editorial design for Greater Abellio.

The role required me to manage multiple projects at once, working on projects due the same day or with a much longer lead time. I would also assist my colleagues in pushing their creative forwards.

I took on this role in tandem with the role below, splitting my time between two teams.

Editorial Designer

Archant Ltd
2015-2019

At Archant I worked on design across the majority of their creative portfolio, including newspapers (such as the Eastern Daily Press), lifestyle magazines (such as Suffolk Magazine) and external client advertising design.

This required me to have a solid understanding of each publication's identity and brand guidelines, whilst pushing the design to be as creative as possible.

Working in an extremely fast paced environment has given me excellent standing in deadline management, prioritising workload and spotting potential issues before they become a problem.

In addition to the above, I also:

- Maintained an understanding of the audience and market positioning of magazines
- Concept and redesign of some publications
- Built up and maintained relationships with varying levels of staff, from managers to directors

Junior Designer

Further
2012 - 2014

In my role at Further, I was in charge of designing engaging digital content such as infographics, branded social media assets, ebooks and a digital game, which was made in collaboration with a developer.

This role also required me to maintain Further's own branding across its various digital channels and printed promotional material.

In this role I also:

- Assisted the wider team on bigger projects
- Took part in weekly crits, feeding back on various creative
- Collaborated with content directors to come up with engaging ideas for client content