

# ANNALISE WOOLFE

## GRAPHIC DESIGNER

### CONTACT

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### PROFILE

I am a confident and creative multi-disciplinary designer with an enquiring mind and a strong skill set. Through my experiences, I have discovered that I am someone who enjoys challenging work and that I am not afraid to embrace new opportunities and responsibilities. I am keen to learn and acquire new skills by collaborating with the designers and creatives around me. I have five years experience in industry, with a developed focus on graphic design, marketing and event management in particular. Alongside a degree in Graphic Communication and Illustration, these experiences have strengthened and broadened my skill set.

### EDUCATION

#### Loughborough University

2015 - 2019

BA (Hons) Graphic Communication and Illustration with a Diploma in Professional Studies (2:1)

#### Loughborough University

2014 - 2015

BTEC Level 3 Foundation Diploma in Art and Design (Distinction)

#### Southend High School for Girls Sixth Form

2012 - 2014

4 A-levels (A-C) in Product Design, English Literature, History and General Studies EPQ (Distinction)  
2 AS Levels (A-C) in History and Urban Development

#### Southend High School for Girls

2007 - 2012

14 GCSEs (A\*-B) including English, Maths, Science, Graphic design, Product Design and Music

### WORK EXPERIENCE

#### Freelance Graphic Designer, Self-Employed

October 2023 - Present

Working predominantly within the music industry, I have produced work for clients such as McFly, Universal Music Group, Live Nation, Warner Music, Sony, Ticketmaster, Black Book Management, and Happy Entertainment. Through these projects, I have created animations for album campaigns, developed artist branding and visual identities, designed album artwork, edited promotional trailers and videos for social media and designed event posters for print and digital. Outside of the music industry, I have worked on campaigns for the AFC Asian Cup Qatar 2023 and Decathlon, as well as developing the new logo and brand guidelines for underwriting firm AdA.

#### Social Media Manager, Roadrunner Records UK

May 2022 - Present

Creating social media content, managing the schedule of four different platforms and monitoring engagement and public response. Content ranges from tour announcements, news features, merch sales, music releases and legacy content from the label's history. Roadrunner Records UK has organically grown by 30,000 followers since my joining. I have established what type of content engages best with the audience and have achieved the highest engagement on the channel in recent years. I have also created an archival calendar of the record label's history documenting key artist releases, tours, festival appearances, TV performances and other events to improve the use of legacy content.

#### Marketing and Events Manager, Heavy Group

May 2022 - September 2023

Providing support to the Heavy Music Awards - from designing digital and print assets throughout each of the campaigns, to managing and growing the social media channels and assisting the running of the event on the day. Significant engagement from key artists in the scene and fans saw a growth of over 40k followers and 4.5million views on #heavymusicawards. Managing communications between the team and sponsors, artists, guests and vendors was also a day to day task during the lead up to the event. During this time, contracted third party work included design support for Designsixtyfour and social media management for Roadrunner Records UK.

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### KEY SKILLS

#### Software

- Adobe Creative Suite -
  - Photoshop
  - Illustrator
  - InDesign
  - AfterEffects
  - Dimension
- Figma
- Final Cut Pro
- Microsoft Office
- Google Workspace

#### Creative

- Digital design
- Print Design
- Mobile and App Design
- Branding and Logo Design
- Web Design
- Video Editing
- Basic animation
- Basic HTML / CSS design

#### Professional

- Social Media Management and Marketing
- Project Management
- Campaign and Strategy management
- Event Co-ordination and Management
- Strong communication skills
- Ability to solve problems
- Confident in leading teams and presenting to clients
- Both an independent and collaborative worker
- High attention to detail

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### REFERENCES

References available upon request.

#### Graphic Designer, Ludic Group

*January 2020 - May 2022*

With a large focus on creating virtual environments for global digital conferences and e-learning programs, I also worked on producing interactive graphics, animations, print design, web and mobile design, collaborative design, as well as hosting and supporting events on their platform SmartLab. After my first year, I was promoted from Junior to Mid-weight graphic designer. This new title included responsibilities outside of design, such as managing client communications, hosting meetings with the project teams, liaising with the development team, and supporting the lead designer in managing the design team's tasks and workflow. I also became responsible for managing the junior designers on certain projects, and supported their development in the team by running feedback and training sessions with them. I would often be working on over 5 projects simultaneously - ranging from active client events to internal platform development projects - so managing my own time and project expectations was key.

#### Junior Designer & Event Coordinator, Heavy Group

*June 2017 - September 2019*

Providing support to the first Heavy Music Awards events from 2017 to 2019. The design responsibilities included adhering to brand guidelines to produce and help distribute social media content, plus designing print material, website management, 3D rendering, and video editing. As an event co-ordinator, I was responsible for filming sponsor and red-carpet interviews, supporting the management of the venue and guest list, production set-up, equipment hire, copy-writing, admin and assisting the general running of the event. During this time, I actively contributed to the growth of the awards as it began.

#### Junior Designer, Designsixtyfour

*June 2017 - September 2018*

Working mostly on creating adverts for digital and print media, this included event posters, magazine ads, awards and campaign material. I also worked on branding campaigns for new startups and rebrands. Within these scopes, some of the projects also required video editing, animation, GIF design, social media share graphics, website banners, and logo design. The main clients and artists included Roadrunner Records, Warner Music, Sony, Rock Sound Magazine, Travis Scott, Creeper, Fleetfoxes, Cleanbandit, Stereophonics, Milkteeth, and many others. I also designed for and helped run The Digital Awards, particularly the Hertfordshire 2017 and Essex 2018 events.

#### Graphic Designer, Cobalt Design

*January 2018 - March 2018*

Internally, I worked on improving the company's own branding materials such as brochure development, user-insight and technical supplier research, designing exhibition support material, and new branding collateral. The included updated business cards, employee pictures, and creating presentation templates for internal use. Externally, I created all of the print design for the new Sutton Tools packaging shape based on the client's own brand guidelines. This has since been implemented across all of their other tool ranges and is now distributed in hardware stores throughout Australia.