Graphic Designer

Bethany Shaw

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Driving Licence: Full UK driving licence

Portfolio Linkedin

Graphic Designer with 7+ years' experience delivering effective brand communications across digital and print. Combines creative problem-solving with strategic thinking, project coordination and strong cross-functional collaboration.

Education

Gloucestershire University
Graphic Design BA
2017-2019

Staffordshire University
Foundation Degree Contemporary Art Practice Specialising in Graphic Design
2015-2017

Skills & Professional Development

Design & Creative
\ Brand Identity Development
\ Campaign Concept & Visual Systems
\ Editorial & Report Design
\ Digital, Print & Web Design
\ Data Visualisation
\ Typography & Layout

Commercial & Strategic
\ Pitch Deck & Sales Material Design
\ Insight-Led Creative Development
\ Cross-Functional Collaboration
\ Stakeholder Communication

Project & Leadership
\ Management & Leadership Training (2025)
\ Project & Workflow Management
\ Resource Planning & Coordination

Software
\ Adobe Illustrator
\ Adobe Photoshop
\ Adobe InDesign
\ Adobe After Effects

Experience

Electric House/On The Tools
Position: Graphic Designer
From: February 2021 - Present
\ Lead the design and delivery of multi-channel brand and campaign assets across digital, print and web including social content, marketing materials, reports and landing pages, maintaining visual consistency and strategic alignment.

\ Develop and evolve brand guidelines, strengthening visual consistency and elevating brand identity across digital and print platforms.

\ Design 10 data-heavy insight reports bi-annually, transforming complex information into accessible, visually engaging formats within strict two-week deadlines.

\ Led creative development for campaigns reaching 10M+ people, generating national press coverage and parliamentary discussion.

\ Partner with the sales team to create strategic pitch decks, contributing to 180 new business deals won in the past year.

\ Project manage design workflows and resource allocation across concurrent campaigns, ensuring deadlines are met with balanced team capacity.

\ Creative contributor to Project 7k resulting in 2 Construction Marketing Award wins.

Electric House/On The Tools
Position: Junior Graphic Designer
From: August 2019 - February 2021
\ Contributed to the development and rollout of visual identity systems in collaboration with TikTok.

\ Designed persuasive pitch decks and marketing materials contributing to new business growth.

\ Contributed to multi-channel campaign production, supporting digital, social and video content outputs.

\ Worked closely with senior creative leadership to develop skills in art direction, layout design and production workflows.

Peacocks & Blue Inc
Sales Assistant
From: 2014–2019
\ Developed strong communication, organisation and client-facing skills within fast-paced retail environments.