

Hannah Morgan
Graphic Design CV

Hannah Morgan - Graphic Designer

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Portfolio link: https://app.box.com/s/qowqxb03t3qe423jafzeaydxdqwt06o1

COPYWRITE PRINT SHOP SHREWSBURY (TEAM MANAGER & GRAPHIC DESIGNER) MARCH 2022 – PRESENT

Designed creative solutions for a wide range of clients, including branding, logo design, print materials, digital assets, and social media content. Oversaw day-to-day studio operations as Team Manager, including stock control, workflow management, task delegation, supplier coordination, and equipment maintenance.Produced and prepared print-ready artwork for in-house digital print production- flyers, posters, business cards, booklets, business stationery, invoice pads. Managed the full print production process, including printing, finishing, quality control, and advising clients on paper stocks and print specifications.

Communicated with clients in person, by phone, and via email to discuss project requirements, provide quotes, and deliver tailored design and print solutions.
Created promotional campaigns for Copywrite. These took the form of seasonal offers, shop displays, and accompanying social media content to maintain brand visibility and increase customer engagement. Developed a pricing structure to ensure quote consistency and increase operational efficiency across the team.

In-house designer for WRR Pugh & Son, responsible for the design and production of bespoke funeral stationery and internal documents. Built relationships with local businesses by attending networking events to generate new client opportunities and promote Copywrite. Handled customer enquiries and complaints professionally while maintaining high standards of client satisfaction. Reported business performance and operational updates during quarterly board meetings.

WEM TOWN HALL (MARKETING ASSISTANT) NOVEMBER 2020 – MARCH 2022

Worked independently to produce high quality marketing material (digital and printed) to promote the venue's events and facilities. Undertook the task of event photography, videography and editing. Designed logos and icons for Wem Town Hall's developing community projects. Adhered to external partners brand guidelines when creating collaborative content. Produced content for and monitored Wem Town Hall's social media accounts to improve the visibility of all its accounts, including running social media campaigns. Reported to the Director of Wem Town Hall. Delegated marketing tasks to the volunteer team. Liased with local print companies and supplied high quality print-ready files.



BROOKLANDS NEW MEDIA (JUNIOR GRAPHIC DESIGNER)
OCTOBER 2019 – NOVEMBER 2020

Designed commemorative coffee-table books for companies and leaders such as Volskwagen Group, US Space Force, President of Turkey. Worked with the copywriting team to perform amends to books via Adobe InCopy. Sourced imagery for books. Created and consistently adhered to design styles and typographic rules throughout each book. Placed orders for books with local print companies and supplied print-ready files. Quality-checked printed material on its arrival. Designed adverts inline with client brand guidelines. Mentored a new graphic designer in my team. Created virtual mockups of books for the company website.

B&W STUDIOS, LEEDS (GRAPHIC DESIGN INTERN) AUGUST 2019

Worked in a fast-paced studio environment to generate ideas for clients such as British Heart Foundation, adhering to brand guidelines. Communicated with clients via telephone and email. Combined existing client graphics with original content. Wrote slogans and straplines for promotional content. Pitched design ideas to the rest of the design team.

FIELD STUDIO, SHEFFIELD (GRAPHIC DESIGN INTERN) JULY 2019

Undertook a wide range of design projects for clients such as Sheffield University. This included logo design, wearable merchandise, environmental design, print material. Evolved designs based on in-house feedback and worked as part of a small team to generate ideas. Created client pitch presentations.

DIFFERENT DOG LTD - GRAPHIC DESIGNER - JULY – SEPTEMBER 2018

Designed a variety of vinyl signage, social media content, and other promotional material. Reported to the business owner and working within a small creative team. Art directed and shot a promotional stop-frame animation. Assisted with product photography and editing.

QUALIFICATIONS

First Class Honours, Graphic Arts & Design, Leeds Beckett University (2016-2019)

3 A Levels, including an A in Graphic Design, Shrewsbury Sixth Form College (2014-2016)

10 GCSEs at A*-A Grade, Thomas Adams School Wem (2009-2014)

SKILLS

- Adobe Creative Suite
- Management
- Task delegation
- Typography, layout design, design for print
- Digital asset and social media design
- Branding
- Photography
- Effective communication with clients
- Adhering to brand guidelines
- Working independently and as part of a team
- Consistently meeting project deadlines
- Sourcing new clients through advertising and networking
- Presentations and pitching
- Managing multiple projects simultaneously
- Full UK Driving License