

# LAUREN PLESTER

## CONTACT

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**Portfolio:**

<https://laurenplester.wixsite.com/website>

For the past year and a half, I have been working as a Graphic Design Assistant at Communications International Group in London. Refined skill, time keeping and creativity has been at the forefront of my job. I have learnt a great deal and my skills have come on leaps and bounds as I have moved from a Digital Arts graduate at the University of Kent, to a Graphic Designer in a Regent Street office.

The clients I have worked with during my time at CIG include Boots, Bayer and Pfizer, to name a few. I have experience working on digital marketing, social media, print based media, website design templates, video editing (pharmacy training videos), photography, logo design and I ensure to maintain brand guidelines throughout.

I am able to take a project from concept to completion. I use feedback as a chance to learn and improve my work. I work well within a team, communicate well, multitask, perform under pressure and pay close attention to detail.

I am now looking to move my career to the beauty/fashion industry, where my I feel that my talent and passion for the industry would thrive.



## EXPERIENCE

### Graphic Design Assistant

*Communications International Group*

*April 2019 - September 2020*

Filming, video editing and animation to create client training videos. Photography. Promotional and page layouts for print media to go into various company magazines. Digital design for website pages, marketing material (leaderboards, MPUs, mobile ads) for various external clients. I was heavily involved with the design for the shortlist and media coverage booklets for The Beauty Awards 2019 with Asos, where I also helped out at the event and helped the host present the awards on stage.

### Freelance Graphic Designer

*2018 - current*

Specialise in: product design, creating and designing logos, business cards, poster designs, banners. I create work for clients from their own brief and work with them to achieve the outcome they desire.

### KMTV

*1 Week • University of Kent*

Helping with VOX videos (interviewing and filming public), programme scheduling, camera work, filming and editing footage. I also got to experience working within a news studio, controlling the teleprompter for the news anchors and working behind the camera.



## HOBBIES & INTERESTS

My passion in life is art and design and I have always loved fashion and beauty. I am committed to following the latest trends on social media and posting my own style on Instagram. This has allowed me to combine my interests in the fashion and beauty industry alongside my interest in photography and editing. As well as this, I love to travel, which stemmed from my time living in Hong Kong.



## EDUCATION

### 2.1 BaHons Degree in Digital Arts

*2019 • University of Kent*

Graphic design, website design, 3D animation, photography, programming (HTML/CSS), film and video editing, digital/visual effects, 3D modelling.

### A-Level

*2016 • Colchester Sixth Form College*

A\* - Art, B - Applied Business, B - Media Studies, C - English Language, C - EPQ on Censorship in China

### GCSE

*2014 • Gosfield Private School*

A\*, A, B, B, B, B, B, B, B



## CREATIVE SKILLS

Creativity



Meeting deadlines



Communication



Teamwork



## SOFTWARE SKILLS

Photoshop



Illustrator



In Design



Microsoft Packages



After Effects



Premiere Pro



Acrobat



HTML/CSS

