

EMMA PLATT

CV

2 0 2 4





CONTACT

Email

emmaplattonline@gmail.com

Linkedin

@emmaplattonline

SKILL SET

Web design
Video editing
Motion graphics
Branding
Packaging design
Print advertising
Brochure design
Social campaigns
Email design
Event collateral
Marketing support

SOFTWARE

Adobe CC

Photoshop
Indesign
Illustrator
Premier Pro
After Effects

Apple

Final Cut Pro
iMovie

MS Office

PowerPoint
Word

POSITIONS HELD

Freelance

Digital Designer

September 2016 - Present

GreenSquareAccord

Digital Designer

October 2019 - January 2023

University of Bath

Graphic Designer

June 2017 - September 2018

Haymarket Media

Art Editor - C&IT

April 2014 - September 2016

Art Editor - Event

April 2014 - September 2016

Art Editor - GP

January 2008 - April 2014

Graphic Designer - Medical Imprint

January 2008 - April 2014

Merricks Media

Art Editor - Brand New You

April 2007 - October 2007

Art Editor - Spanish Magazine

August 2006 - March 2007

Unwembi Communications

Multimedia Designer

January 2005 - May 2006





ABOUT ME

One of the questions I seem to get asked most often (usually with a slightly puzzled expression) is “Where is your accent from?”

Admittedly, it can be a bit of a mishmash, as I was born to a South African dad and a British mom and have spent almost an equal amount of my life in each respective country.

I moved to the UK permanently in the summer of 2006 and spent the first year living in the beautiful city of Bath. As much as I loved it there, the pull of living in a big city and the exciting opportunities that would come with it eventually led me to London.

After 13 fantastic years soaking up all that London had to offer, I eventually returned to the West Country and have now settled in the small town of Devizes in Wiltshire.

I’m very lucky to do what I love for a living, and besides being a design geek, I’m also an avid music fan and love to combine going to gigs with my other passions of photography and travelling the globe.





MY JOURNEY AS A GRAPHIC DESIGNER

2002 - 2005

I graduated from college in Cape Town, South Africa with a diploma in multimedia design. After that, I worked for a little over a year at Unwembi Communications, a full-service design agency. Our clients were mainly not-for-profit organisations and local government departments. Some of the projects I worked on included designing the presidential website for Thabo Mbeki (South African president from 1997 to 2007) and creating animated location maps to help customers find Total petrol stations throughout South Africa.

2006 - 2016

After moving to the UK in 2006 I started working as a graphic designer in the publishing industry and continued on this path for the next 10 years. During this time I became the Art Editor to a variety of weekly and monthly magazines such as Spanish Magazine, Brand New You, GP Magazine, Independent Nurse, C&IT, and Event Magazine. The topics varied widely from travel, to beauty, to medical research, and also corporate event planning, but my responsibilities remained the same. I worked to tight print deadlines, commissioned and briefed freelance photographers and illustrators, and honed my design skills to ensure that each issue was designed and laid out to a very high standard.

In addition to laying out magazines, my role also included designing for trade shows (branding, roll-up banners, exhibition stands, event programmes, etc.), as well as designing elements for the accompanying magazine websites, such as videos, call-to-action buttons, online advertising, and emailers.

In 2013, my work on the interactive iPad edition of GP Magazine was nominated and ultimately won the award for App of the Year at the PPA Awards.

In 2015, I was honored to receive the Design of the Year distinction at the Business Travel Journalism Awards for my work on the relaunched C&IT magazine.

2016 - present

From September 2016, I took a 9-month sabbatical from full-time employment and used this time to travel around Europe while working as a freelance designer remotely. During this period, I accumulated several regular clients, many of whom were start-up businesses that needed assistance with branding, specifically with logos and corporate identity documents such as letterheads, business cards, and social media templates.

In June of 2017, I joined the Print and Design team at Bath University on a rolling contract basis, which lasted around 15 months. Our team's primary purpose was to serve as brand guardians for the established University style guide and produce all official documents such as the annual prospectus and much of the printed learning materials for each faculty/department.


In October 2019, I became employed with GreenSquareAccord, one of the UK's biggest social housing and care providers, where my role as a graphic designer was within the communications team. This was a fantastic opportunity to learn more about the art of communications and create engagement with both our customers and employees.

My responsibilities ranged from creating printed marketing materials to storyboarding and animating videos.

As of January 2022, I returned to full-time freelance design work, as well as working on a personal goal of launching a few long-standing business ideas.

While I'm thoroughly enjoying what I'm currently up to, I'd also love to be a part of a team again and to help bring new brands and visions to life.

Watch this space!







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Linkedin: @emmaplattonline