

# SS DESIGN



Shannon Snell



Coventry



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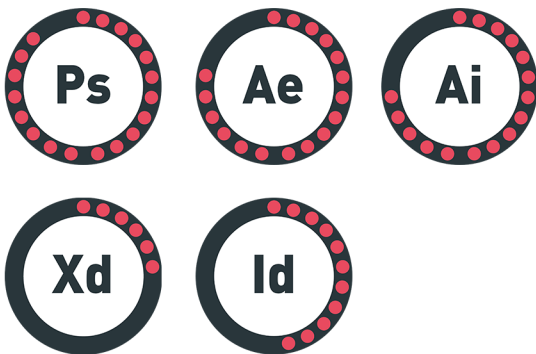
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A design doting, fitness favouring Digital Designer who has achieved a First - Class BA Hons Graphic Design Degree. As a result of this qualification in Graphic Design and my experience in industry I have refined a devotion for digital design. I love to constantly challenge myself to develop my knowledge and skill set on my journey of discovering the immense world of digital design.

## SOFTWARE



## CREATIVE FIELDS

- Animation
- Web Design
- Digital Design
- Wireframing
- Layout Design
- Sports Garment Design
- POS artworking

## RELATED KNOWLEDGE

- Excellent IT Skills
- CMS Skills - Basic
- HTML Coding - Basic
- Apple Macintosh / Windows PC - Very experienced working with both
- Languages - English (Fluent), German (Basic)

## INTERESTS

- I enjoy watching Ice Hockey and playing Field Hockey
- Reading - LOVE a thriller but also a sucker for a Rom Com
- Obsessed with Christmas - It really is the most wonderful time of the year!
- I enjoy going to the gym and swimming

## WORK & EDUCATION

### DIGITAL DESIGN LEAD - GRENADE

#### 2021-PRESENT

- Managing colleague's in the creative team on the digital design side to ensure briefs and projects are completed on time to a high quality.
- Working along side the designers in the creative team on day to day work as well as bigger company projects.
- Creating creative digital outcomes in the forms of animation/video/static/web
- Working with a range of digital channels on a day to day basis; eCRM, Paid social, Organic social, Website, Display Ads.

### DIGITAL DESIGNER - GRENADE

#### 2019 - 2021

- Working on digital design projects independently, within a team or in partnership with external teams according to the brief.
- Researching and preparing material in support of new design concepts/product launches by creating working drawings, story boards and layouts to present and evaluate these ideas.

### GRAPHIC DESIGNER - GRENADE

#### 2018 - 2019

- Working alongside members of the Design and Marketing Team on a wide range of projects on multichannel platforms
- Creating customer facing materials for a global partners
- Creating all digital facing content including; web design, email design, working closely with digital marketing team to create assets for social media campaigns.
- Creating animations for OOH media as well as in house use on our digital platforms during product teasing/launch campaigns

### JUNIOR GRAPHIC DESIGNER - AKUMA SPORTS

#### 2017 - 2018

- Creating bespoke sports kit designs and advertising material for sports clubs, universities, schools and major sporting events.
- Meeting with clients to discuss through the design process of their kit through phone meetings or face to face meetings.
- Working within a team of 12 designers to create a visual brand identity for Akuma Sports to run throughout the whole company from advertisement to the production of the garments.
- Creating web banners and social media posts to promote Akuma Sports and celebrate the kit designs.
- Designing and creating pitch documents and content for sales managers to pitch to new sports clubs and universities

Coventry University  
**First Class BA Hons Graphic Design**  
2014-2017