



Hello. I'm Sadie Bottrell, Graphic Designer.

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**Portfolio.**

www.sbdesigns.uk

Profile.

Experienced and enthusiastic Graphic Designer with over 15 years of experience in Graphic, UX, and Web Design. Good knowledge of Adobe Creative Suite, user-centered design, HTML/CSS, and WordPress. I've played a central role in comprehensive re-branding, I develop fresh website designs, and create compelling promotional materials. I'm passionate about bringing creativity and innovation to craft impactful print and digital experiences that drive business success and enhance user satisfaction.

Work Experience

2013 - 2024

Graphic, UX & Front-end Web Designer

AnyTrades Ltd/Full Circle Marketing



My main responsibilities include:

Developing visually compelling graphics and layouts for websites, applications, and marketing materials.
Designing user-friendly interfaces and experiences (UX) that enhance usability and customer satisfaction.
Creating and maintaining websites using Wordpress.
HTML newsletter design and creation.
Collaborating with cross-functional teams, including developers, marketers, and product managers, to ensure cohesive and effective design solutions.

My achievements in this role:

I excel in brand creation, developing unique and cohesive brand identities that resonate with target audiences and drive business growth. Alongside this I have led the redesign of several major websites, significantly improving user experience and customer satisfaction.

I have successfully collaborated with the marketing team to launch multiple high-traffic websites, enhancing brand visibility and user engagement, and have developed creative marketing materials that has effectively supported promotional campaigns and increased conversions.

2009 - 2013

Graphic/Web Designer

Direct Beauty Products

At Direct Beauty Products, I enhanced my design career by helping to establish a robust online presence. I played a key role in launching TrimSole, a new toning footwear brand, from logo design to website design, along with creating web banners, press ads, and promotional materials.

I also redesigned the main DBP website to align with the company's evolving needs, improving the customer shopping experience. My responsibilities included ongoing maintenance of various websites and adapting design work to meet new challenges, contributing significantly to the company's adaptability and success.

Hard and Soft Skills

- Proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Adobe XD).
- Strong knowledge of UX principles and best practices.
- Excellent problem-solving and critical-thinking abilities.
- Strong communication and collaboration skills.
- Ability to manage multiple projects and meet tight deadlines.

My Education

A Levels - Art, Textiles and English Lit Paston Sixth Form College	NOCN Advanced Award in Art and Design City College	HNC in Multi Media Design City College
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Activities and Hobbies



Fitness



Plot Life



Travelling