

Sadie Bottrell

Graphic & Digital Designer

 Norwich, UK

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 sbdesigns.uk

Core Skills

Design

Branding & Identity Design

Print Design

Digital Design

Social Media Graphics

Marketing Campaign Assets

Email Design

UI/UX Design

Website Design

Software

Adobe Photoshop

Illustrator

InDesign

Adobe XD

WordPress

HTML/CSS

Canva

Strengths

Creative Concept Development

Client Communication

Brand Consistency

Multi-Project Management

Creative Problem Solving

Layout & Typography

Profile

Creative and commercially focused Graphic & Digital Designer with 15+ years of experience delivering branding, websites, digital campaigns and marketing materials for a wide range of businesses. Skilled across print and digital design, with strong experience in branding, social media content, email marketing, WordPress websites and user-focused design.

Experienced working within fast-paced agency environments, collaborating closely with marketing teams, developers and clients to deliver creative work that strengthens brand presence and drives engagement.

Experience

Graphic & Digital Designer

MyFutureChoice (Part-time) & Freelance / 2024 - Present

Creating UX-focused designs and marketing materials for the education sector alongside freelance projects for a variety of clients.

Key Responsibilities

- UX design for student, teacher and adviser platforms
- HTML email design and build
- Social media and promotional design
- Print and digital marketing materials
- Freelance branding and website projects

Mid-Weight Graphic & Digital Designer

AnyTrades Ltd / Full Circle Marketing / 2013 - 2024

Worked across a wide range of client projects, creating branding, websites, marketing materials and digital campaigns for businesses across multiple sectors.

Key Responsibilities

- Worked across multiple client brands simultaneously in a fast-paced agency environment.
- Designed websites, branding and marketing materials for a variety of clients.
- Created HTML email campaigns, social graphics and promotional assets.

Selected Industries

Hospitality

Education

Retail & Ecommerce

Beauty & Wellness

Healthcare

Trades & Construction

Education

HNC Multimedia Design

Norwich City College

NOCN Advanced Award in Art & Design

Norwich City College

A Levels

Art • Textiles • English Literature

Paston Sixth Form College

References

Available on request

- Designed and maintained WordPress websites.
- Produced digital and print collateral for marketing campaigns.
- Collaborated with developers and marketing teams to deliver cohesive creative work.
- Led website redesign projects focused on improving UX and customer engagement.

Achievements

- Delivered successful rebrands for multiple businesses.
- Helped improve user engagement through refreshed website designs.
- Produced creative assets across web, print and social media platforms.
- Supported the launch of multiple high-traffic websites and campaigns.

Graphic / Web Designer

Direct Beauty Products / 2009 – 2013

Played a key role in developing the company's online presence and supporting the launch of new ecommerce brands.

Key Responsibilities

- Designed ecommerce websites and promotional graphics.
- Created web banners, catalogues, press ads and print materials.
- Developed branding and visual assets for product launches.
- Maintained and updated multiple websites.
- Worked closely with marketing teams on promotional campaigns.

Achievements

- Helped launch the TrimSole footwear brand from concept to market.
- Redesigned the DBP website to improve customer experience.
- Supported multi-channel marketing campaigns through creative design work.