

# Sadie Bottrell

## Graphic & Digital Designer

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## Summary

Accomplished Graphic and Digital Designer with over 15 years of experience creating impactful branding, websites, and marketing materials. Proven ability in UI/UX design, HTML email development, and managing multiple client projects simultaneously in fast-paced agency environments. Expertise includes Adobe Creative Suite, WordPress, and collaborating with cross-functional teams to deliver engaging digital campaigns and successful rebrands that enhance user engagement and drive business growth.

## Experience

### Graphic & Digital Designer

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

- Spearheading UX-focused designs and marketing materials for the education sector, complemented by freelance projects for diverse clientele.
- Developing UX designs for student, teacher, and adviser platforms.
- Building and designing HTML email campaigns.
- Creating social media and promotional graphics.
- Producing print and digital marketing materials.
- Managing freelance branding and website development projects.

### Mid-Weight Graphic & Digital Designer

*AnyTrades Ltd / Full Circle Marketing / 2013 - 2024*

- Executed a broad spectrum of client projects, encompassing branding, websites, marketing materials, and digital campaigns for businesses across multiple sectors.
- Managed multiple client brands concurrently within a high-volume agency environment.
- Engineered websites, branding identities, and marketing collateral for a varied clientele.
- Developed and deployed HTML email campaigns, social media graphics, and promotional assets.
- Maintained and customized WordPress websites.
- Generated digital and print collateral to support marketing initiatives.
- Partnered with development and marketing teams to ensure cohesive creative outputs.
- Directed website redesign projects aimed at enhancing user experience and customer engagement.
- Successfully orchestrated brand overhauls for numerous businesses.
- Contributed to increased user engagement through the implementation of refreshed website designs.
- Produced creative assets tailored for web, print, and social media platforms.
- Facilitated the successful launch of multiple high-traffic websites and marketing campaigns.

### Graphic / Web Designer

*Direct Beauty Products / 2009 - 2013*

- Played a pivotal role in cultivating the company's online presence and supporting the introduction of new e-commerce brands.
- Designed e-commerce websites and compelling promotional graphics.
- Crafted web banners, comprehensive catalogues, impactful press advertisements, and print materials.

- Formulated branding and visual assets for product launches.
  - Administered and updated a portfolio of multiple websites.
  - Collaborated closely with marketing teams on promotional campaign execution.
  - Managed the launch of the TrimSole footwear brand, guiding it from initial concept through to market release.
  - Revamped the DBP website to elevate the customer experience.
  - Supported multi-channel marketing campaigns through the provision of strategic creative design.
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## 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

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## Skills

Design, Branding & Identity Design, Print Design, Digital Design, Social Media Graphics, Marketing Campaign Assets, Email Design, UI/UX Design, Website Design, Adobe Photoshop, Illustrator, InDesign, Adobe XD, WordPress, HTML/CSS, Canva, Creative Concept Development, Client Communication, Brand Consistency, Multi-Project Management, Creative Problem Solving, Layout & Typography

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## Selected Industries

Hospitality, Education, Retail & Ecommerce, Beauty & Wellness, Healthcare, Trades & Construction

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## References

Available on request