

Charlotte Wale

T: 07455 963510

E: charlottewale@btinternet.com

Portfolio: www.wedoodles.com/charlotte-portfolio

education

University of Plymouth

BA(Hons) Design: Illustration - This course covered Typography, Photography and Illustration, with a specialism, where I did illustration.

skills

Adobe Creative Suite:

- » Indesign
- » Illustrator
- » Photoshop

Plus:

- » Premiere Pro
- » After Effects
- » Acrobat
- » PowerPoint
- » Wix website design
- » Word and Excel

freelance

Oodles Creative Solutions Ltd - Graphic Designer

May 2023 - present day

At the moment I've set up a Creative Solutions business with colleagues from my previous job. I'm working with a variety of clients including educational companies to deliver projects from printed items such as leaflets and event banners to website design and social media content.

A recent project has been working with Millennium Point and ElevationX on the [SciMED](#) event, as well as the Wiltshire holiday, activities and food programme (HAF).

I also create my own packaging for the silver jewellery I make and have created illustrations and patterns for them - [Etsy](#)

Please visit the website to see our services: www.wedoodles.com

employment

Graphic Designer

within the Design and Marketing Team at [Learn by Design \(LbD\)](#), Educational Workshops and Programmes - July 2019 - May 2023

In this role I...

- » Designed printed items across the business for a variety of teams
- » Developed campaigns for email and social media to promote LbD to schools
- » Managed the website and created landing pages for events (created in Wix)
- » Managed the Learn by Design TikTok and Youtube account
- » Produced printed and digital material for the workshops including PowerPoint presentations
- » Designed pull up banners, large banners, cardboard cut outs, programmes, posters and any other items required for events
- » Used partner brands within resources developed by LbD
- » Worked closely with a variety of teams throughout the business to ensure the promotion and delivery of educational events and programmes
- » Created videos of events as case studies for clients
- » Developed characters and producing animations to be used within the videos, as well as promotional activities
- » Created short promotional videos for social media including tiktok and [youtube](#)
- » Managed the image library and the shared team folders to ensure ease of use
- » Set up an educational resource section for schools on the website
- » Managed the data base of school contacts for email campaigns



employment

Charlotte Wale

T: 07455 963510

E: charlottewale@btinternet.com

Portfolio: www.wedoodles.com/charlotte-portfolio

Creative Artworker/Illustrator

HomeServe: July 2014 - July 2019

In this role I...

- » Used external brands from Affinity Partners to develop the Direct Mail campaigns. Designing items for print using the HomeServe brand, ensuring all elements are applied correctly and meet print technical specifications
- » Brought new processes into Create team to ensure the tool Workfront was used to it's fullest potential. This created order to artwork and meant we could run MI reports to ensure quality stayed at it's best
- » Made creative amends for Direct Mail marketing campaigns
- » Worked with Brand and Communications team to create various internal communications, posters, emails, presentations
- » Created illustrations that were used for animations, as well as starting to learn the animation programmes myself
- » Worked closely on the evolution of Standard Assets for Direct Mail
- » Produced PowerPoint presentations for CEO, COO and PLC

Studio Artist -

Central Independent Newspapers: 2005 - July 2014

In this role I...

- » Designed advert campaigns across a range of media, from the printed publications to the websites - this was taking customers brands and applying them in the proper way on a variety of media, as well as developing brands for smaller companies
- » Created feature campaigns for sales reps to generate revenue from
- » Designed A5 niche magazines from start to finish
- » Created banners and pull-ups for events such as the Bridal Fayre held once a year and golf event days held in conjunction with our advertisers
- » Worked to tight deadlines, as a newspaper the turnaround time for a design can vary from a few days to a few hours to barely minutes to ensure we hit the print slot

Design Assistant

House of Marbles: 2003-2004

In this role I...

- » Produced designs and illustrations for packaging as well as visual concepts for new toys
- » Produced designs for adverts, leaflets, brochures and promotional material for products and House of Marbles shops
- » Directed photography of products

Illustrator

Cardew Teapottery: 2002-2003

In this role I...

- » Worked in a small design team, I produced artwork for teapots and ceramic giftware
- » Produced colour separations of artwork for screen printing (in both 4 colour and spot colour)
- » Assisted the Head of Design to produce artwork and page layouts for brochures, leaflets etc