

IMOGEN WREDDEN

Graphic Designer
& Illustrator

Imogen Wredden

Central London based

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www.imogenwredden.design

Skills

- Creative, innovative & passionate, with a great eye for design
 - Comfortable working under pressure & to tight deadlines
 - Self-disciplined & independent worker
 - Confident & experienced interacting with clients
 - Experienced at interpreting & delivering on varied briefs
 - Love to collaborate, always welcome feedback & work well as part of a team
 - Take direction well, learn fast & enjoy taking on new challenges
 - Proficient in both Mac and Windows systems
 - Expert in Adobe Suite, Microsoft Office programs & Figma
 - Familiar with Webflow and some collaborative 3D tools
 - Familiar with updating and maintaining websites via CMS
 - Comfortable working with unique internal databases/systems
 - Familiar with print requirements, equipment & techniques
 - Experienced in a range of digital & non digital illustration & design skills
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Areas of Ability

- Marketing Design
 - Layout & Print Design
 - Presentation Design
 - Storyboarding
 - Animation & Video Production
 - Web Design
 - Branding
 - Narrative Illustration
 - Print & Pattern Design
 - Copywriting
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Experience

Pion (Formerly Student Beans) | Senior Designer

October 2023 - Present, LONDON, REMOTE

In this role I am an integral part of the company's internal design team, involved in and responsible for a wide variety of creative projects, both internal and external, some key projects have included:

- Implementation of the Student Beans to Pion re-brand across company assets both internal and external
- Redesign and implementation of the new Pion website homepage
- The creation of multiple large scale Student Beans advertising campaigns from conception, to pitching, through to implementation (See Welcome Week 24, SB Birthday 24, Freshers/Back to School 24, Festive 24, Jan Loan Drop 25 & Freshers/Back to School 25)
- Pitch document and presentation design for both B2B and B2C purposes
- Marketing campaign/Activation event conception and production for a variety of external clients, including Goodnotes, Holister CA, Thorpe Park, Princess Polly, Flixbus & Ann Summers

My responsibilities in this role include:

- Campaign and project creation, pitching, implementation and completion, from ideation through to final delivery.
- Stakeholder/inter-departmental communication, collaboration and management
- Collaboration with and management of fellow design team members
- Design and production of assets across a range of skill sets for any and all projects required, most commonly including:
 - Marketing campaign assets for use across app & web
 - Collaborative branded social assets for a variety of external brands
 - Animated assets for both B2B and B2C purposes
 - Web design and implementation
 - Email marketing campaign assets
 - Presentation design and production for both B2B and B2C purposes
 - Marketing activation event concepts for external brands
- Continuously updating skills in all mediums of design and staying abreast of new developments in the wider landscape of the design field.

Westgate Communications | Midweight Designer

July 2021 - October 2023, HYBRID

I held this role for two years and in that time was involved in and responsible for a wide variety of creative projects, some key projects included:

- Pitch document and presentation design and distribution for global law firms
- Storyboard and resulting animation design and production for corporate firms
- Marketing campaign conception and production for a variety of client types
- Large scale interior wall graphics design and production for a chocolate factory
- Illustration based briefs for scientific bodies
- Website design and implementation for universities

My responsibilities in this role included:

- Project briefing, implementation and completion, from idea conception through to final delivery.
- Client communication and management, both in person and virtually, for example I have been involved in a number of high profile meetings with Mars and the law firm Hogan Lovells to discuss and manage projects.
- Collaboration with and management of fellow team members on larger group projects.
- Design and production of assets across a range of skill sets for any and all projects required, most commonly including:
 - Presentation design and production
 - Digital graphics and illustrations
 - Storyboards and subsequent animations/videos
 - Marketing campaign asset sets
- Continuously updating skills in all mediums of design and staying abreast of new developments in the wider landscape of the design field.
- Working on in-house projects for Westgates' own needs where required, most recently a project utilising AI image generation tools to create a social media campaign concept showing our staff members as 'superheros' on their own trading cards summarising their skills and abilities.
- Continuous maintenance and updating of websites via CMS systems and general upkeep of in-house database system.

Ehouse | Creative Artworker / Designer

September 2019 - July 2021, LONDON, HYBRID

I held this role for just under two years and during that time progressed from Creative Artworker to Designer, going from a junior member of the team to managing the team, answering to the Lead Designer. My responsibilities included:

- Management of a team of three artworkers & designers; assigning workloads, briefing in projects & overseeing them to completion.
- Production & upkeep of clients' marketing materials, including:
 - Brochure, windowcard & leaflet design
 - Online template design and upkeep for self-service asset production
 - Photography, floorplan & virtual tour production & editing
- Communicating with and managing clients; assisting them with designing and amending their marketing assets & working with them to produce bespoke brochure designs and layouts along with other elements such as illustrative site plans, maps, icons and infographics.
- General upkeep of in-house database system keeping all design elements organised.
- Producing in-house branding elements for E-house's own needs, including:
 - Social Media Marketing Assets
 - Promotional Flyers, Posters & Newsletters
 - Web Page Wireframes
 - Presentations & Price Lists
- Interviewing, hiring, training and ongoing support of new team members.
- Managing the design team in full during the Lead Designer's extended leave.

Year in Enterprise Placement Year / Freelancer

Jan 2017 - Dec 2018, HYBRID

A placement year spent as a Freelance Graphic Designer and Illustrator. During this year I took on freelance briefs, spent time working in marketing and social media management for an Illustration Agency & founded a stationary brand. This experience allowed me to develop my visual language & design skills. It also gave me the opportunity to learn about:

- Small Business Management
- Accounts Management
- Website Design and Upkeep
- Advertising Strategy and Campaign Implementation (particularly with regards to social media marketing)

Education

Loughborough University / Bachelors Degree

Graduated 2019

BA Degree in Graphic Communication and Illustration – **2.1**

Leeds College of Art / Foundation Diploma

Graduated 2015

Foundation Diploma in Art and Design - **Merit**

Bennett Memorial School / Secondary Education

Graduated 2014

11 GCSES - **5 A's, 5 B's & 1 C** (Maths: B English: B Science: B)

5 AS Levels - **A B B C C**

3 A Levels - **B B B**
