

BethBluck



Graphic Design and Digital Marketing

I have been working as a freelance graphic designer since 2021 and have worked with a wide range of diverse businesses and clients. Below I will provide details of just a few of the companies I worked with.

1/2024 - 12/2024 : My AuDHD Dietitian

I worked with a neurodivergent dietitian where I developed their brand strategy, full brand identity, social media strategy, and created a variety of social media templates, presentations, worksheets, and bespoke brand illustrations.

11/ 2023 -02/2024 : With Juno Ltd

I worked with the employee benefits company Juno where I created monthly social media content while also being their social media manager.

2/2024 - 11/2024 : Atrium HR

I worked with the consulting and human resources company Atrium to create marketing materials including posters, flyers, banners, and business cards. I also developed their brand identity, improving the quality of their logo family, establishing a more accessible colour palette, while also providing guidance in their brand guide on brand application.

10/2022 - 07/2023 : Inflow Ltd

I worked with the ADHD productivity app Inflow creating monthly social media content. I developed various content formats, including carousels and static images, conducting A/B testing to identify the most effective approaches for engaging their neurodivergent audience. and I evolved their brand identity developing a fresh and more visually accessible colour palette. and a collection of branded vector illustrations.

1/2022 - 12/2022 : Petals In The Wind

I worked with a luxury cosmetic and candle company to develop their brand strategy, full brand identity, website design, product packaging design, product photography, social media content creation, and I worked as their social media manager.

08/2021 - 11/2022 : Rapid Innovation

I worked with the tech company Rapid Innovation to create blog post headers which successfully boosted their web traffic.

08/2021 - 03/2022 : Ceva Santé Animale

I worked with Ceva, the multinational animal health company where I created monthly social media content for two of their brands Adpatil and Feliway . In addition to this I created digital marketing materials and photographed and edited a variety of their products for commercial and digital use.

Education

2012 - 2014

Bachelor of Arts (BA)

Extended Diploma

Art & Design

2007 - 2012

BTEC Art & Design level 2

extended certificate

Alderbrook Art School

Skills

Core Skills

- Adobe Creative Suite
- Digital illustration
- Branding and logo design
- Print and digital design
- Social media content creation
- Neurodivergent focused design
- Social media management

Soft Skills

- Web design basics
- User experience design basics
- Figma design basics
- Video editing basics

Additional Skills

- Project management
- Client management
- Creative problem solving
- Deadline management
- Communication and teamwork

Achievements

- Gain Upwork Top-Rated status.
- Collaborated with Adobe and famous artist Keith Haring.
- Hired by P&G to aid the development of new technologies.
- Hired by Google to create pieces of content for an influencer campaign.