

LAURIE CLIFFORD-FRITH

Multi-disciplined Graphic Designer and Project Manager

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PROFILE

I am an experienced and versatile Designer working across Graphic Design, Web Design, UI/UX, Presentations and 2D/3D media.

Across a varied career, including a decade of experience in corporate and marketing environments, I have produced work for a range of clients big and small, from family-run start-up businesses to worldwide names such as the University of Oxford and Novartis Pharmaceuticals.

HIGHLIGHTED EXPERIENCE

HEAD OF DESIGN

Oxford Global Marketing Ltd. / 2017 - Present

As their first graphic designer, I was charged with building a visual brand for a business that been until that point entirely reliant on Microsoft Office apps, defining the look of and creating the replacement all their materials (digital and print).

In the years since, I have defined the look of countless products and campaigns, content portals, website relaunches, comprehensive rebrands, and built a small but highly versatile team of designers.

Key milestones:

- In Summer 2019 I collaborated with a web developer to replace the long-standing company website with a modern, responsive design. In the Autumn I took on managerial responsibilities as the team expanded to include a second graphic designer. In the Winter I won the annual award for the staff member most embodying the four company values.
- Throughout 2020 I played a central role in the company's pivot to virtual events, including customisation of 3rd party virtual events and networking platforms, overhauling huge chunks of collateral to reflect our new business model, and providing constant support for the sudden increased focus on digital output.
- In 2021, I expanded the team to three, and juggled the the high demands of running all of our events twice: in-person and online.
- In 2022 we expanded to four in order to meet the volume, and I learned HubL templating language, which I used to build advanced functionality, such as personalised customer portals, complex modules utilising custom CRM objects, such as event websites, and content libraries with dynamic gating rules.
- In 2023 and 2024, I led visual rebrands at the corporate level, and the consolidation of 8 disparate brands into 3 impactful ones.

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EXPERIENCE CONTINUED

FREELANCE WORK

I have a long history of freelance work, informally while still in education, and professionally since 2013.

Projects including but not limited to: Logo design, social media advertising, brochure/flyer creation, large signage, videogame art (2D & 3D), websites, custom typefaces, shirt designs, book covers, greetings cards and posters.

I particularly enjoy helping startup businesses build a presence. I pride myself in realising and enhancing a client's vision, finished with technical expertise, to a high professional standard, and empowering self-sufficiency beyond our partnership.

OTHER HIGHLIGHTS

As Image Editing Assistant for DIAMM, University of Oxford, I used technical Photoshop expertise to create a digital facsimile of historical partbooks which had been damaged by acidic ink.

As Presentation Developer for Oxford Royale Academy, I built engaging interactive educational content and in-house training, which I designed, created and animated.

As Lead Artist and Marketer for an indie video game project, I created all game art assets through digital painting, as well as promotional materials, logo design and website creation and maintenance. Other responsibilities included; proactive social media management, e-mail campaigns, running competitions, interviews, show exhibition and external liaising.

SPECIALISMS

GRAPHIC DESIGN

- Advanced InDesign & Photoshop
- Brand Design
- Website UI/UX

SOFT SKILLS

- Process Optimisation
- Project Management
- Team Management

EDUCATION

BA (HONS), MODERN LANGUAGES (FRENCH WITH JAPANESE) (2:1)

University of Birmingham (2009-2013)