Tasha Blake

Graphic Designer

Bristol · 07700 900233 · tasha.blake@example.com · tashablake-portfolio.example.com

Profile

Graphic designer with five years in a design studio and an in-house brand team, working across packaging, print, social and web. Takes a brief from first sketches to print-ready artwork and live web assets, keeps one brand consistent across 46 product lines, and presents ideas to clients and senior managers. Looking for a mid-weight role in a studio or in-house team.

Experience

Graphic Designer

Harbourside Foods (in-house brand team), Bristol · March 2023–present

- Design packaging, point-of-sale and social assets for 46 product lines, from first concepts to print-ready artwork checked against each printer's specification.
- Rebuilt the packaging templates in InDesign and Illustrator, cutting artwork set-up for a new flavour from two days to half a day.
- Present two or three routes for each brief to the marketing manager, and agree the budget and print deadline before artwork starts.
- Update web banners and product images when the brand changes, working with the web developer on sizes and file formats.

Junior Designer

Kite & Compass Studio, Bath · 2021–2023

- Designed leaflets, event branding and social templates for 12 regular clients, working from the creative director's briefs.
- Prepared files for print and checked proofs, catching colour and bleed errors before the print run.

Design Assistant (part time)

Avonside Print Shop, Bristol · 2019–2021

Education

BA (Hons) Graphic Communication, 2:1

Severn College of Art, Bristol · 2021

Foundation Diploma in Art and Design, Distinction

2018

Skills

- Adobe InDesign, Illustrator and Photoshop; Figma
- Packaging artwork and print production
- Typography and brand guidelines
- Simple motion graphics in After Effects