Tasha Blake

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Ms Nina Castell
Design Manager
Fieldfare Studio
3 Wapping Wharf
Bristol BS1 4RW

Dear Ms Castell

Application for Mid-weight Designer

I am applying for the Mid-weight Designer role at Fieldfare Studio. I am a graphic designer with five years in a studio and an in-house brand team, working mostly on packaging, print and social for food and drink brands.

At Harbourside Foods I design packaging and point-of-sale for 46 product lines. When the range kept growing, I rebuilt our packaging templates in InDesign and Illustrator so that each new flavour starts from a checked master file. Artwork set-up for a new flavour now takes half a day instead of two days, and the last nine launches went to print with no reprints.

Pages 2 to 5 of my portfolio show that packaging work, and pages 8 and 9 the event branding I produced for studio clients at Kite & Compass. Your recent work for independent drinks makers is the kind of brief I would like to take from first sketches to print.

My CV is attached, and my portfolio link is in it. I can start after one month's notice and would be glad to talk through the work in person. Thank you for considering my application.

Yours sincerely

Tasha Blake