



HAZEL ELAINE GUPPY

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Highly skilled and motivated designer and illustrator with 8+ years industry experience in graphic design, photography and image retouching. Skilled in both the technical and creative aspects of graphic design with an expert knowledge of Adobe Photoshop CC and InDesign CC and excellent working knowledge of Adobe Illustrator CC and Premiere Pro CC. Passionate about creating engaging, exciting and impactful content across any visual medium.

EDUCATION

University of South Wales (2019)	MA Fine Art Practice	Merit
University of Glamorgan (2013)	BA Hons Photography	2:1
Caldicot School (2010)	A Levels: Media Studies; Drama; Psychology	A; A; B

FULL TIME EMPLOYMENT

Graphic Designer at Astutis

June 2021 - present

Marketing Team:

- Company-wide rebrand: redesigning every piece of branded collateral across all departments; acting as brand ambassador; policing the brand across the company
- New website launch: designing all graphics required for web pages; working closely with external design agency
- Designing print & digital campaign adverts and graphics, including Google, Bing & social adverts & Mailchimp campaigns
- Designing all marketing collateral; sales brochures, emails, course guides, syllabus guides, plus much more

Learning & Development Team:

- Translating e-learning course design into html and implementing within Moodle
- Conceptualising & designing e-learning course header images in Adobe Photoshop & Illustrator
- Formatting course notes in Adobe InDesign
- Portrait photography & editing
- Video editing in Adobe Premiere Pro & Adobe After Effects; Video voice-over recording

Digital Designer at Graffeg

August 2016 - April 2021

- Managing & creating content across all online channels, including website (Shopify, WordPress, QuickBooks), social media (Facebook, Twitter, Instagram, YouTube), online stockists (Amazon, Audible, iTunes, etc) – including SEO & advertising campaigns
- Book & gift stationery design from concept through to completion using Adobe Creative Cloud Suite - InDesign, Photoshop, Illustrator & Premiere Pro
- Creating graphics, photography and videography and writing copy for social media and all online channels
- Liaising with clients (authors & illustrators)
- Completing digital and print marketing campaign graphics from concept through to completion, including bi-weekly eflyers to trade and consumer lists (Mailchimp)
- Product photography and retouching

Product Photographer / Graphic Designer at Valorous Ltd

June 2014 - June 2016

- Product photography and retouching using Adobe Photoshop CS6
- Creating graphics and photography for all online channels (website, eBay, Amazon, Groupon)
- Weekly eflyer campaign design (Mailchimp)
- Digital brand design through from concept to completion, including website, stationery and product design

PLEASE
TURN
OVER ➡

FREELANCE EMPLOYMENT

Designer and Illustrator at Tin Shed Theatre Company

May 2021 - Present

- Visual minutes
- Artistic fine-art response to cultural discussion

Designer and Illustrator at Monster Books

April 2021 - Present

- Book cover and layout design
- Book cover & chapter head Illustration
- Digital asset creation – graphics & gifs

Designer and Illustrator at Firefly Press

June 2020 - April 2021

- Digital infographic and social media assets creation
- Book cover and layout design
- Illustration artwork for children's books

PART TIME EMPLOYMENT

Studio Photographer at The Gallery

September - November 2013

Team Member at Greggs the Bakers

July 2013 - June 2014

Sales Assistant at WHSmith

May 2011 - March 2013

Bar / Floor Staff at JD Wetherspoon

May 2010 - September 2010

Sales Assistant at Abbey Mill Wye Valley Centre

June - December 2009

VOLUNTARY EMPLOYMENT

Designer & Co-Founder at Happy Go Lucky Theatrical

July 2021 - **present**

Graphic Designer at ChAOS Amateur Dramatics Society

December 2017 - **present**

Press Photographer at The Ross Gazette

December 2015

Image Retoucher & Event Photographer at Diffusion Festival

May 2013

Photographer at The Phoenix Student Newspaper

September 2012 - June 2013

Photographer at Plattform 2012 Fashion Show

May 2012

Photographer at SCAE UK Latte Art Championships

March 2012

WORK EXPERIENCE

Wedding Photographer at Sian Trenberth Photography

May - August 2012

HOBBIES AND INTERESTS

- **Amateur dramatics** - acting, singing and dancing in stage productions
- **Fitness** - yoga, pilates and strength training
- **Fine art** - painting, illustration and photography
- **Music** - vocalist, guitarist and bass guitarist in a band

REFERENCES AND PORTFOLIO AVAILABLE ON REQUEST