

Hello, I'm

# Jacqueline Austin

Nice to meet you!! 🙌

**Graphic Designer**  
She/Her

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## About me

Recent Graphic design graduate from Arts University Bournemouth. I love to create authentic visual identities that resonate with people and aim to enhance my strategy through purposeful design and typography. I thrive when working collaboratively, as demonstrated when developing a guerrilla marketing campaign for Twister, aimed at reigniting excitement amongst Gen Z alongside other creatives.

Moving forward, my goal is to build a career in the design industry, leveraging creativity and imagination to craft visually compelling brands that make a lasting social and creative impact.

## Education

**BA (Hons) Graphic Design,**  
**Arts University Bournemouth**  
(2021-2024)



## Design Experience

### **Ditto - University Project (DNAD) (2024)**

*UI & UX | Brand strategy | Brand identity | Naming*

- Creatively interpreted the brief to develop and produce a unique, engaging brand identity and UI design.
- Sketched and diagrammed design concepts to share vision and collected feedback.
- Developed creative strategies to promote products using market insights and consumer analysis.

### **How to Make your Own Fur Coat - University Project (2023)**

*Motion Design | Ideation*

Working within a team of 4 graphic designers to create a motion sequence inspired by the creative conscience brief.

- Facilitated communication and collaboration in my team and advocated for design vision.
- Used skills in Illustrator and After Effects to create unique motion sequences.
- Sketched design concepts and storyboards to share vision and collected feedback.

## Work Experience

### **Retail Assistant Roles (2022-2023)**

Held positions in retail sector for Primark and Zara

- Adapted quickly to new roles, working in teams and building excellent relationships with colleagues.
- Answered questions about store policies and provided friendly service to customers to promote customer loyalty, satisfaction and sales.

### **Assistant Tutor, Excel Educational Services Ltd (2019-2020)**

- Remained committed to helping students to achieve growth and success.
- Applied strong communication skills to simplify complex subjects and make them relevant