

AILSASMITH.

 ailsacatesmith.com

 ailsacatesmith@hotmail.com

 Ailsa Smith

 @ailsasmithdesigns

SKILLS

- > Adobe InDesign
- > Adobe Photoshop
- > Adobe Illustrator
- > Basic Adobe XD
- > Figma
- > Basic HTML and CSS
- > Pitching
- > Strategy
- > Research
- > Time Management
- > Microsoft Office

REFERENCES

- > Josh Keyte
Dunelm Mill Manager
+44 7588 468333

PERSONAL STATEMENT

When it comes to graphic design I have a passion for creating beautiful and functional designs. I have always been fascinated by the power of design to communicate ideas and messages in a clear and impactful way. I pride myself with my ability to manage my time effectively, prioritise tasks, and meet deadlines. I understand the importance of being reliable and delivering high quality work in a timely manner.

I have a passion for both the visual and conceptual side of graphic design and I understand how paramount research and strategy is for creating a well rounded project. I am confident, articulate, and adaptable, able to communicate effectively with all stakeholders and thrive in dynamic environments. I am excited to apply my creativity, attention to detail, and ability to collaborate with others to create compelling designs that align with clients' goals and objectives.

EXPERIENCE

DUNELM MILL

(NOVEMBER 2018-PRESENT)

- > As a Sales Assistant at Dunelm since November 2018, I have gained transferable skills such as customer service, teamwork, adaptability, and attention to detail.
- > Worked in a range of departments across the store meeting demands when providing customers with specialised knowledge.
- > Demonstrated creativity, attention to detail and customer-focused mindset to clients' needs.

JDO Global

(May 2019)

- > I completed a work shadowing week at JDO, a reputable graphic design company in Tunbridge Wells.
- > I was fortunate to gain first-hand experience of a professional working environment and to observe the design process of a live brief project.
- > I developed my understanding of the nuances of client engagement and effective communication practices. I learnt the importance of active listening, understanding client needs, and effective project management to ensure client satisfaction.

ACSCREATES

(December 2019 - May 2022)

- > I started my own small business where I design and painted custom trainers for clients.
- > I developed a keen eye for detail, a strong understanding of color theory, and a commitment to delivering high-quality results.
- > Running my own business has also taught me valuable skills such as project management, client communication, and the ability to work under tight deadlines.

ELEVEN MILES

(August 2023)

- > I completed a week of work experience at the Bournemouth based design and production agency, Eleven Miles.
- > I was able to gain an insight into an agency environment and experience a snippet of the role a graphic designer will play.
- > I primarily worked on a concept rebrand for one of their clients. I completed a pitch at the end of the week to gain feedback into my pitching skills and the work I had produced.

EDUCATION

BA (Hons) Graphic Design

2021-2024

Arts University Bournemouth

Graphic Design Foundation Diploma

2020-2021

Achieved a 'Distinction' from Arts University Bournemouth

A-Levels

2018-2020

The Ridgeway School and Sixth Form College

Art and Design (A), English Lit/Lang (A) and Drama (B)