



CONTACT DETAILS:

✉ courtneywilliscontact@gmail.com

☎ 07940081849

PORTFOLIO:

📄 www.courtney-willis.com

📍 Hertfordshire

PERSONAL PROFILE

I'm a passionate and versatile Graphic Designer with experience creating a wide range of materials, including pitches, presentations, social media content, reports, and more. I've developed this work within marketing teams and across the creative industry, thriving in fast-paced environments and meeting tight deadlines without compromising on quality. Driven by passion and a strong eye for detail, I bring ideas to life through thoughtful, impactful design. My creativity and dedication have consistently contributed to business success and helped secure new clients.

CORE DESIGNER SKILLS

Branding & Identity | Typography | Layout Design | Visual Storytelling | Image Editing | Design for Print & Digital | Creative Concepting | Infographics & Data Visualisation | Presentation Design

SOFT SKILLS

Problem solving | Creativity | Empathy | Collaboration | Communication

TOOLS

Figma | Adobe Creative Suite | Microsoft PowerPoint | WPP Open (AI)

CERTIFICATIONS & EDUCATION

📖 Digital Media BSc (2:1)
Graduated in 2021

📖 A-Levels in Business (BTEC), ICT
Graduated in 2017

📖 Graphic Design BTEC (Distinction Star)
2015

WORK BACKGROUND

GRAPHIC DESIGNER

VML Enterprise
Solutions,
October 2021 - Current

- Designed creative assets including presentations, client pitches, reports, social media content, infographics, and pull-up banners
- Created internal communications and branded materials to support company messaging
- Interpreted and executed design briefs while maintaining brand identity and consistency
- Developed visual brand systems across digital and print formats
- Collaborated with teams to create content that aligns with campaign and client goals
- Utilised Adobe Creative Suite, Figma, and PowerPoint to deliver high-quality designs
- Produced engaging data visualisations and infographics for reports and presentations
- Managed multiple projects independently, meeting deadlines and prioritising tasks effectively
- Contributed to new business pitches and client presentations through compelling design
- Adapted to fast-paced, high-pressure environments while maintaining creativity
- Iterated designs based on feedback, ensuring satisfaction with final outcomes
- Stayed up-to-date with design trends and tools, including AI-powered platforms like Adobe Firefly

WORK BACKGROUND

GRAPHIC DESIGNER

*Freelancer,
November 2019 –
October 2021*

- Designed logos, brand identities, and visual assets for start-ups and emerging businesses
- Created responsive websites and landing pages, ensuring user-friendly interfaces and engaging design
- Developed comprehensive branding strategies, including brand guidelines, colour palettes, typography, and visual style
- Managed and curated social media accounts, designing posts, banners, and graphics to strengthen brand presence
- Built and maintained websites using platforms such as WordPress, Wix, and Shopify
- Collaborated closely with clients to understand their vision and deliver tailored design solutions
- Created marketing materials, including brochures, email templates, and digital advertisements for promotional campaigns
- Assisted clients with social media content creation, producing engaging visuals to boost online engagement
- Provided ongoing support for website updates and design improvements based on client feedback
- Managed multiple freelance projects simultaneously, meeting deadlines and maintaining a high standard of work
- Developed content calendars for social media, ensuring consistent and on-brand messaging
- Adapted designs for various formats and platforms, ensuring all content was optimised for web and mobile
- Built strong client relationships, leading to repeat business and word-of-mouth referrals

BARISTA

*Starbucks, October
2019 – July 2021*

- Prepared and served a variety of hot and cold beverages, including coffee, tea, and speciality drinks
- Maintained high standards of cleanliness and organisation, ensuring a welcoming environment for customers
- Provided excellent customer service, taking orders, making recommendations, and handling payments
- Managed stock levels, restocking supplies and ensuring the café was always well-stocked
- Operated and maintained coffee machines, grinders, and other equipment to ensure quality and consistency
- Supported the training of new baristas, sharing best practices and promoting team efficiency
- Created visually appealing latte art and speciality drinks to enhance the customer experience
- Handled customer enquiries and resolved issues with professionalism and courtesy
- Managed the café's Instagram and TikTok accounts, creating engaging content to promote the business and grow its following
- Developed content calendars and scheduled posts to maintain a consistent social media presence
- Captured and edited photos and videos of drinks, events, and the café atmosphere for social media
- Boosted engagement by interacting with followers, responding to comments, and running online promotions
- Promoted special offers, events, and new menu items through creative, on-brand content