

Let's work together

01 / About me (Charlotte)

I am an experienced Designer with a strong background across both digital and print media, having worked within advertising, marketing agencies, and in-house teams. I thrive on bringing brands to life through thoughtful, impactful design. Beginning my career as a Creative Artworker, I've progressively moved into more design-led roles, which has shaped me into a highly versatile creative. While digital is where my passion lies, I also bring solid expertise in print production and processes. Whether collaborating within a team or leading projects independently, I'm recognised for my reliability and adaptability with a strong work ethic.

02 / Experience

09.2025 to present / U-Dox Creative

Digital Designer

At U-Dox, I work pre-dominately on Adidas. I contribute to a range of digital campaigns including Optimé and PPC Footwear. I collaborated from initial strategy and kickoff phase, developing concepts designed to integrate seamlessly within the Adidas design system. I ensured brand consistency across the digital ecosystem, delivering assets aligned with Adidas' brand guidelines while optimising designs for web, mobile, social and app experiences. Using Figma, I produced wireframes across multiple touchpoints and created animations for a variety of UI components to support engaging, responsive digital experiences.

01.2025 to 08.2025

Freelance Designer

05.2024 - 12.2024 / Accenture Song (Freelance)

Mid-weight Designer / Quality Control Manager

At Accenture Song, one of my key projects involved creating guidelines for promotional toolkits for Peugeot. The challenge was maintaining consistency across multiple toolkits within the brand. Working alongside the Creative Director, I developed a set of rules and guidelines to help European markets standardise their assets.

I collaborated on the rollout of design toolkits from initial concept through to final delivery. I built good working relationships with the studio team, art directors, copywriters, and project managers to ensure consistent brand integrity across campaigns, while proactively identifying and resolving potential design and production challenges.

06.2023 - 04.2024 / eg+ Worldwide

Mid-weight Designer

I transitioned into my first Mid-weight Designer role at eg+, focusing primarily on the Sony account, where I developed creative solutions for both online and offline platforms. I'd design key visuals promoting products for rollout across digital and print touch points as well as, leaflets, postcards, banners and online takeovers.

12.2021 to 05.2023

Freelance Designer

10.2014 - 11.2021 / KHWS

Design & Artwork Lead

I held the position of Design & Artwork Lead on the Samsung Experience Store account, where my role was a blend of design and artwork responsibilities. Campaign assets would be designed and rolled out across a range of digital formats and POS materials. My duties included overseeing all briefs within the studio, managing timelines, liaising and project managing with stakeholders to ensure all deadlines were met. I was also responsible for approving all design and artwork, while offering support to a broader studio team including freelancers.

11.2014 - 11.2020 / TMS

Creative Artworker

At The Marketing Store, I worked on Vodafone and FMCG accounts. I supported designers with key visuals working across POS, FSDU, wobblers, posters, on pack promotions, sales guides, playbooks. Clients included Vodafone, Britvic (Gatorade, San Miguel) McDonalds.

03 / Software

Indesign / Photoshop / Illustrator / Figma / XD / Adobe Express / After Effects / Powerpoint / Word / Excel / Pitch

Let's
make it
happen!

04 / What I bring to the table

- Design
- Artwork / Print Production
- Quality control & best practice to guidelines
- Brief writing and requirements
- Resource planning
- Managing freelancers / team members
- Scoping job timings and delivery
- Troubleshooting and forward planning
- Liaising with stakeholders (internally / externally)
- Communication / relationship building

