

Elyssa Long

Graphic Design & Illustration

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Profile

I am an honest, ambitious and reliable individual with a fervour for great design. I have over six years of freelance experience, some of which I obtained whilst completing my degree in Graphic Design. After graduating I worked at Printing.com as a graphic designer, where I was able to develop in a professional environment and establish a strong grounding in print based media and preparing projects for print.

Since embarking on my freelance career, I have been striving to further my creative skills through on-going commercial work and self-directed projects. Often working to strict deadlines, I maintain a flexible and consistent approach to my work. Currently I am employed full-time as a Marketing Consultant at Nottingham City Transport, the main provider of bus transport across Nottingham. With a diverse range of marketing requirements throughout the year, this role has been an invaluable opportunity to explore graphic design, illustration and marketing on larger advertising campaigns.

Experience

Current Employment

January 2016 - Present

Marketing Consultant - Nottingham City Transport - Nottingham

Designing for print and screen on a range of marketing campaigns from brief to completion, this role involves design for printed media, social media, web images, advertising, direct mail, on bus design and external bus livery.

April 2010 - Present

Freelance Graphic Designer - The Brink - Nottingham

Working with a broad range of clients, projects have included promotional and marketing material, magazines, branding and illustration. I liaise with clients and printers from brief to completion, ensuring a professional standard of work. I often work to very strict deadlines and have adopted a flexible approach to ensure that these deadlines are always met. Clients have included:

Mansfield Council - Event listing brochures and branding.

Marilyn's Diner - Illustration, branding and promotional material.

Suburban Myth - Album artwork, band branding and various promotional design.

Royal Holloway SU - Promotional material for print and screen.

NTG, Kitchens Bedroom Bathrooms - A series of educational guide books for the kitchen industry.

Gingerlily - Branding, concepts and illustrations for a set of makeup palettes.

Child Safety Media - Range of promotional material, illustrations and layout of educational resource books.

Renove - Logo, branding and brochure designs for a start-up heating company.

MonaVie - Range of promotional material including adverts, banners, logos and t-shirt designs.

Previous Employment

Sep. 2009 - April 2010 (P/T)

Design Executive - Printing.com - Nottingham

This role required engagement with a variety of clientele, working on projects from brief to completion, producing bespoke printed material over a wide range of products. This was not only invaluable experience from a design perspective, but I also gained a firm grasp of the pre-press process and setting files up correctly for print.

Education & Qualifications

2006 - 2009

The Arts Institute at Bournemouth (AUCB) - BA (Hons) Graphic Design

This course was primarily focused on visual problem solving and encouraged experimentation in a range of media, developing my keen interest in print based graphic design.

2003 - 2004

Central Saint Martin's College of Art and Design - Foundation Art and Design (Merit)

1997 - 2003

Sutton High School GDST - A2 Levels: Art (A), DT (A), ICT (B), GCSEs: 9 subjects, grade A

Software

Experienced using the Adobe Creative Suite CC, including Photoshop, InDesign and Illustrator. I am flexible and capable of learning new tools quickly, willing to adapt to new software as required.

Interests

Creative pursuits are an important aspect of my life and I am always eager to try out new crafts – I appreciate just about anything that gets me inspired. I love creating designs for my Redbubble shop and I am currently working on taking this one step further by opening a small online gift shop for whimsical designs, which will include t-shirts, cards, jewellery and home accessories.