

Yvie Ormsby.

Creative Graphic Designer

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Experience.

Current

Yoco Studio : Freelance Creative Designer (Agency, In-house & Independent)

After working freelance/contract across many industries, I focused solely on designing for women in business during the pandemic – bringing big agency thinking to small businesses lacking that support, solving creative problems across multiple touchpoints. As well as continuing to expand my design skills, I learned more about business, and developed my communication skills by writing blogs, hosting workshops, guesting podcasts, and being an active member of online networking groups.

2009

2020

Marsh & Parsons : Lead Creative Designer

As the Lead Creative for the in-house team, my role was a brand guardian – managing all creative design and artworking, covering both internal work for HQ and for all 31 estate agent offices across London. This included creative concepting for office launches and events, advertising on and offline, editorial design managing print production with suppliers, and redesigning all marketing materials.

I was involved across all departments, which earned me hours of hands on experience in project and team management, as well as gaining valuable insights into other areas of digital marketing, search engine optimisation, and web development.

2018

2017

Kingsland Linassi : Senior Graphic Designer

Working alongside the Creative Director, my role was to create engaging and inspiring designs, that delivered results and delighted our clients. I was responsible for guiding creative ideation, encouraging new ways of thinking, and taking ownership of multiple projects – seeing them through from creative concept to crafting bespoke solutions to final delivery, on my own and as part of a team.

2012

Being a strategic thinker with an expert understanding of the design process, I worked on key accounts with global clients including Four Seasons, British Land, Aman Resorts, Oyster Yachts, and Bharitya City.

Education.

Current

Skills & Personal Development

Regular investment into learning and development including programmes on Creative Thinking, Social Media Strategy & Design, Motion Graphics (via Skillshare, Domestika, Udemy), and inspiration from podcasts and books (current favourite: Rick Rubin).

2012

University of Suffolk: BA (Hons) Graphic Design

During my studies, I was an active member of the netball team and nominated by my peers to be Student Class Representative. I engaged in extra-curricular activities including participating in exhibitions, designing for the university marketing department, and art directed and designed the cover of the School of Arts and Humanities Prospectus.

Skills.

Software

Adobe CC : InDesign, Illustrator, Photoshop, After Effects

Microsoft Office : Word, Powerpoint, Excel

Project Management : Trello, Asana, Teams, Notion, Basecamp

Industries

Agency : In-house : Creative Entrepreneurs & Personal Brands : B2B : B2C : Real Estate & Property

Luxury Residences & Resorts : Energy : Construction : Food & Beverage : Health & Wellness

Disciplines

Creative Thinking & Concept Creation : Naming & Copywriting : Branding, Strategy & Visual Identity

Web & App Design : Editorial & Stationery : Digital & Social Media Design : Artworking, Print, Packaging

& Merchandise : Content Creation : Motion Graphic : Hand-Lettering & Custom Typography : Illustration,

Mark-Making & Surface Pattern Design

Okay, that's the nitty-gritty covered. Let's have a chat about active curiosity, collaboration, and how learning Japanese changed how I work...