



# Dominic Kidson

Visual Designer

📍 London, UK

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## Links

 [LinkedIn](#)

## Languages

English (Native)

## About

Leicestershire-born, previously London-based creative digital nomad looking to settle down and get stuck into an exciting and challenging role with you. My background and experience spans across several industries and I truly enjoy dealing with a brief and finding creative solutions. Currently looking for Ux/UI Design and Graphic Design Projects.

### BRANDS WORKED WITH

Animal Dynamics

Cloud City 7 (Pogo Group)

SmartKem

## Experience



### ● Graphic Designer FTC

Animal Dynamics | Feb 2023 - Jul 2023

Responsible for all creative visual output for the company, I undertook a range of tasks and achieved significant accomplishments. This included creating and implementing new branding strategies, brand guidelines, and branded templates for various materials such as documents, presentations, business cards, graphs & charts, banners, and merchandise. Additionally, I filmed and edited product videos for external use in advertising and to attract potential investors. I also utilized my skills in animation and compositing to produce visually stunning 3D renders of the product for different use cases. Furthermore, I successfully designed and produced static and animated advertisements for events on social media platforms. In collaboration with an external company, I played a key role in the website redesign, generating all the visual assets required for the project. Additionally, I created visually appealing assets for exhibitions, including roller banners and branded paraphernalia, to enhance the company's presence and attract attention.

### ● Graphic Designer FTC

SmartKem | May 2022 - Jan 2023

Although my time at this company was brief I gained a variety of new skills and experience across some familiar and new design work. I aligned all existing branding with the company's new brand guidelines, created the visual aspect of presentations for potential investors, which included illustrations and 2D & 3D animation. I also created artwork for a new blog that launched while I was working for the company. As well as this I updated and re-designed aspects of the UX/UI of the company website and assisted the developers in implementing the design using WordPress whilst gaining in-depth knowledge of the platform

### ● Freelance Graphic Designer

| Sep 2020 - May 2022

I have consistently maintained a level of freelance creative work alongside my other jobs since beginning my career. This has resulted in over ten years of design experience across a wide variety of different industries including Film & TV, music, clothing, eCommerce, event promotion, packaging, logos, Ux/UI web design and animation. Whilst living abroad during the Covid Pandemic, I found myself forced to improvise, becoming a digital nomad for freelance hire. However, this experience allowed me to work with an even broader range of clients, across a greater range of industries, leading to me and gaining an even broader level of professional knowledge and understanding than I'd had previously.

### ● Digital Content Manager & Artworker

Cloud City 7 (Pogo Group) | Mar 2016 - Feb 2020

Responsible for leading and managing the digital content team. Designed graphics and created and edited eCommerce websites content for the organisation. Included naming products, keywords for SEO, visuals, banners and logos. Quality checking and amending artwork meant for DTG, vinyl and screen printing. Extensive experience

working closely with various online marketplace systems and websites. Building complex Photoshop solutions to aid bespoke design and presentation content

## Education & Training

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2007 - 2010

● **Sheffield Hallam University**

2:2, Bachelor's Degree, Industrial Furniture and Product Design