



Ayanna Joseph

Graphic Designer & Illustrator

 Bedford, UK

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Languages

English (Fluent)

About

I am a graphic designer and illustrator with events, hospitality, and marketing experience, who is motivated by making work that supports and promotes important social issues and makes a positive impact on people's lives. I am skilful and contentious in my practice which includes creating digital content including videos and LinkedIn The Dots images for marketing content and professional document design. Additionally, I am adaptable and able to Click here to view my portfolio draw on different aspects of my skillset to complete work to the highest possible standard.

BRANDS WORKED WITH

Black Thrive: Community Charity

Inspire ATA – LMP Group

University of the Arts London

Experience

● Digital Marketing Apprentice Graphic Design Focus

Inspire ATA – LMP Group | May 2021 - Dec 2022

Redesigned corporate documents and developed visual aesthetics whilst adhering to brand guidelines.

- Developed logos and visual identities for different sections of the company for various projects using Illustrator and InDesign.
- Used visual identities that I developed to create artwork for presentation templates and poster packs across the business.
- Re-branded company newsletter.
- Finalised artwork for Exhibition Stands, banners and merchandise.
- Designed artwork for posters, flyers, and business cards for each section of the business.
- Organised printing of merchandise (for example pens, notebooks, coasters) and exhibition stands/podiums for events.
- Liaised with team members to finalise strategies for document packs and social media content
- Created new and vibrant video content for company YouTube channel using Premiere Pro.
- Worked with the wider team to optimise all marketing assets for use across marketing channels.
- Established a visual identity for Inspire ATA's social media content, and copywriting all captions for each post.
- Increased social media engagement by refreshing content design using InDesign.
- Increased engagement by over 2% within 8 months across social media channels and planning campaigns that engage company's audience.

● Communications Volunteer

Black Thrive: Community Charity | Nov 2020 - May 2021

Increased awareness of Black Thrive's community work using newsletters, webpage, and poster artwork.

- Helped establish strategies for communications and branding.
- Created a visual identity for a new community project including a logo and social media campaign artwork to introduce it online.
- Drove social media traffic up by 10% using content design.



● Talent Works Participant

University of the Arts London | Jul 2019 - Jul 2019

Careers and Employability Team: University of the Arts London July '19

- Worked with local charities and small businesses within South London.
 - Liaised with companies/charities about design needs.
 - Increased awareness and social media presence for my charity by creating a set of animated GIFs to advertise their services.
- University Halls Social Rep Student Experience Team: University of the Arts London Sep '17 – Apr '19
- Planned, prepared, and ran social events/activities for Halls residents.

- Developed and fostered a community by organising social events and activities throughout the year.
- Executed and promoted regular weekly events as well as seasonal and religious/topical events
- Planned, managed, promoted, and executed the end of academic year social events for the halls.
- This included coming up with a concept using student feedback, proposing a budget, organising any equipment food and drink needed, and promoting the event on social media, designing poster artwork to go around the Halls and collaborating with office staff to send out marketing emails for the event.

Education & Training

2017 - 2020



University of the Arts London

Bachelor of Arts, Illustration