

connor richardson

Graphic Design

Nottingham, UK
connor@badworld.co.uk
badworld.co.uk

[About Me]

I'm a Graphic Designer with nearly 10 years of hands-on experience across branding, 3D design, animation, visual content and my personal brand, studio bad world. I'm a recent graduate in Graphic Design at Sheffield Hallam University, achieving a First Class Degree.

[Experience]

Freelance [Graphic Design & Video Editing] 2017 - Present

I work with small businesses and artists to create impactful brand identities and merchandise, delivering clear, professional design across branding, print, social media, and YouTube visuals.

BAD WORLD [Founder & Creative Director] 2019 - Present

I created a streetwear brand and took charge of every creative detail, including branding, marketing, digital assets, web design, and graphics for apparel. Collaborating with several other brands around the world and even printing and sewing many of the pieces myself.

[Skills]

Design tools : *Adobe Creative Cloud, C4D, Blender, Framer*

Core Skills: *branding, layout design, typography, packaging, social content, photo editing, video editing.*
Other : *creative direction, visual strategy,*

e-commerce & merch design, print production preparation, business management.

[Hospitality Experience]

Manager / Assistant Manager [Little Caesars, Thunderbird Fried Chicken, Tortilla] 2018 - 2023

- Team leadership & training: *Led and trained teams in fast-paced environments*
- Clear communication: *Improved team communication, reports across the business, and day-to-day coordination*
- Problem-solving: *Resolved challenges quickly under pressure*
- Organization & time management: *Managed multiple priorities in high-volume settings*
- User-focused mindset: *Delivered strong customer experiences*
- Creative thinking: *Applied creative solutions to improve workflows*
- Adaptability: *Worked confidently in changing, high-pressure environments*

[Education & Qualifications]

Graphic Design BA [Sheffield Hallam University] First Class

Art Foundation Year [University of East London] Pass

A-Level Photography [Bilborough College] Grade A

BTEC Level 3 Creative Digital Media Production [Bilborough College] Pass

GCSE's [The Trinity Catholic School] 8 Grades A*- C