



NICOLA LAW

A digital and graphic designer with 8 years experience creating digital and print assets across multiple brands. Skilled in branding, campaign creative, social media content, email design, exhibition graphics, slide decks, video and print collateral. Experienced in supporting multiple brands within fast-paced commercial environments, managing priorities and delivering strategic, purposeful visual communications that engage audiences and support marketing objectives.

CONTACT

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PORTFOLIO

nicolalawdesign.com



SKILLS

CREATIVE DESIGN

Print Design
Brand Design
Visual Identity
Campaign Creative
Layout Design
Typography
Illustration
Exhibition Graphics

DIGITAL DESIGN

Email Design
Website Design
Landing Pages
Social Media Design
Video Editing
Figma

SOFTWARE



Adobe
Illustrator



Adobe
InDesign



Adobe
Photoshop



Adobe
Premiere Pro



Adobe
After Effects



Figma



Canva



Elementor



Klaviyo



WordPress



Affinity



Monday



Semrush



Hootsuite



Mailchimp

PERSONAL DEVELOPMENT

Advanced Adobe Illustrator Course & ACP Exam

EDUCATION

BA (Hons) Marketing Management - First Class Honours
Manchester Metropolitan University

PGCert Project Management - Merit
Manchester Metropolitan University

EXPERIENCE

Jul 2025 - May 2026

Career Break & International Travel

Travelled independently across Central and South America, gaining fresh creative inspiration from different cultures and environments whilst completing freelance design projects and developing adaptability and self-management skills.

Jun 2020 - Jun 2025

Digital Designer & Marketing Executive

Marlowe Fire & Security Group

Led the design and production of creative assets across 10+ brands. Worked closely with the Marketing Team to develop multi-channel campaign creatives that supported lead generation, customer engagement and brand awareness objectives. Designed sales flyers, brochures, exhibition graphics, social media assets, email marketing, slide decks, video content and marketing collateral. Managed multiple projects across platforms whilst maintaining brand consistency.

Jul 2018 - Jun 2020

Marketing Assistant

ARC Window Films, Graphics & Signs

Produced a wide range of digital and print marketing materials including website graphics, brochures, social media content, email campaigns and promotional literature. Supported campaign delivery across multiple channels whilst maintaining brand consistency and contributing to website content and SEO.

Oct 2015 - Mar 2016

Social Media Marketing Intern

Nutterson's Creative Agency

Worked collaboratively within the marketing team to deliver campaigns focused on customer acquisition, retention, and brand awareness, while managing social media channels and creating engaging content to support business growth.

KEY ACHIEVEMENTS

- Produced tender presentations that supported contract wins with major organisations including Boots, Tesco, EDF Energy and NHS.
- Designed and delivered email campaigns, achieving open rates of up to 60.82% and CTRs of up to 37.56%.
- Increased LinkedIn engagement, generating up to 305 reactions, 61 comments and 39 reposts on individual posts.
- Led the creative promotion of corporate events through video, email marketing and social campaigns, generating SQLs.
- Designed website graphics, landing page assets, sales collateral and digital marketing materials to strengthen brand consistency and engagement.