

# Hi, I'm Ellen!

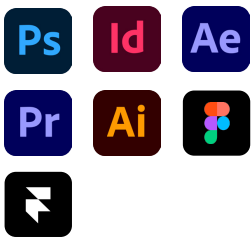


E: ellen.mcconnell@outlook.com

P: 07703388074

W: ellenmcconnell.co.uk

## Software



## Education

Northumbria University

### MA Communication Design - High Commendation

Design research, campaign design, UX/UI principles, website prototyping, and human-centred design.

### BA Graphic Design and Illustration - 2:1

Typography principles, digital and print design techniques, illustration including character creation, editorial design, packaging graphics and branding strategies.

Ulster University Belfast

### Foundation Art and Design - Distinction

Exploring diverse mediums to develop artistic expression and craftsmanship across various disciplines including: Graphic design, fine art, painting, sculpture, ceramics and textile creation.

## Employment History

### 2022 - 2024 TDCPR. Communication Designer (Full Time)

Campaign design, Social media friendly graphics, newsletter design, article headers, social media vertical video creation, marketing analytics, social media strategy, event invitations including Milan Design week & printed material for the event,

Worked with clients such as: UXUS, Sketchup, BuyDesign, Lexus, Robilant and 212Box.

### 2023 Shepper. Freelance Graphic Designer

Designing data infographics centred on KFC's home delivery services within the framework of Shepper's brand guidelines, making complex information easily digestible for the audience.

### 2023 Brazil. Freelance Graphic Designer

Creating luxury travel credentials and business cards by modernising the design, incorporating premium finishes, and aligning them with brand identity. This included their case studies, crafting visually engaging narratives that showcased their success stories.

### 2023 Onebright. Freelance Graphic Designer

Designing magazine advertisements consistent with brand guidelines.

### 2022 W.H.Y. Design. Internship alongside Masters Degree.

Designing mooncake boxes with cultural motifs. Embellish with foil stamping & embossing. Alongside, I created social media animation highlighting design features for engagement and promotion.

### 2021 'Participatory Design Conference' Held in Newcastle upon Tyne. Freelance Graphic Designer

Designing brand identity and guidelines for a conference in Newcastle Upon Tyne, adaptable for digital and print mediums. Involved research to fulfil abstract concept requirements.