

Natalie Tuckwell



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An experienced integrated digital and print designer, I offer a mixture of creative and technical skills with sound knowledge of the Adobe Creative Suite, PowerPoint and proficiency in Figma and Canva. I'm able to take a concept from brainstorming or sketch into many mediums, right through to completed artwork for digital assets, print pdfs, exhibition stands or video storyboards.

I can confidently present projects to key stakeholders and mentor small teams, with experience of leading training sessions in groups of up to 25 people. I never stop learning myself, and enjoy sharing what I've learnt – I often write or record short design software guides to help my colleagues get the best out of using the brand templates I've made.

I'm looking for my next senior role in central London. I'm flexible and happy to work in an office or a hybrid mix, but not solely home-based. My ideal role would be based on a Mac and allow me to use several of my existing skills whilst further developing my experience with UI/UX and using AI.

SKILLS

- Design with 20+ years of commercial graphic and digital design experience on Mac and PC, for a wide range of media including: adverts, branding, corporate house styles, exhibition display, HTML emails, print-ready pdfs, publishing, online and social media assets.
- Manage key stakeholder requirements, expectations and deadlines.
- Help to define the brief by questioning or further research to ensure the end result is creative, effective and accessibility-friendly.
- Brainstorm and envisage new concepts and design layouts for web, print, exhibition and video storyboards.
- Communicate effectively with marketing, IT and product teams, printers and external suppliers.
- Supervise freelancers, mentor junior and middleweight designers.
- Create a library system, swatch palettes and templates and train colleagues in Canva, Figma, Illustrator, InDesign and PowerPoint.
- Define personas for UX prototyping and user journeys.
- Create detailed training guides and short "how to" videos, or verbally explain technical instructions in a way that's easy to understand.
- Typeset accurately with sharp typographical and copywriting skills, including multi-language brochures and books in Mandarin Chinese.
- Code with 15+ years of HTML4 and CSS3 coding skills, and teach this to colleagues.
- Build and design emails to increase deliverability, accessibility, click-through and sales.
- Create expert-level, robust PowerPoint templates which are user-friendly for the average PC-based office worker.
- Edit basic videos and animations with Premiere Pro and After Effects.
- Work with fabric, fashion, paint and props for musical or theatrical events.

WORK EXPERIENCE

DIGITAL DESIGNER

Tes
(formerly **Times Educational Supplement**)
[tes.com](https://www.tes.com)
Software and recruitment for education
Aug 2017 – current, permanent role

A role with senior responsibilities, providing in-house design services to the marketing team for an international software education company. Interpreting design briefs, developing concepts and creating artwork for web, social, email, PPT, exhibitions, print and storyboard animations within brand guidelines. Working closely with editors and marketers, mentoring freelancers and junior designers. Accurately artworking exhibition stands for the UK and overseas. Creating templates, style sheets, a library system and "best practice" guides for Figma, InDesign, Illustrator, Acrobat, PowerPoint and Canva.

DESIGNER

AWA
[awa.com](https://www.awa.com)
International IP law firm
Oct 15 – Aug 19, freelance work

Freelance work for an international Intellectual Property law firm. Establishing a fresh look from an existing brand and working on branding for their merger. Creating templates and formatting CVs, marketing brochures and animated online MPU ads. Adapting stock photography in Photoshop and graphics for their new website. Working directly with their editor based in America, often meeting deadlines overnight for Asia, Europe and the US.

DESIGNER

Point 6 Design Consultants
[point6.co.uk](https://www.point6.co.uk)
Boutique design agency
Nov 16 – May 17, freelance contract

In a design agency creating web, print and presentation materials for Philips Lighting, Entertainment and Healthcare sectors. Working as part of a close team keeping to Philips' brand guidelines and colour palettes. Producing an animation video, web design pages, HTML emails, brochures and PPT pitches. Building a good rapport with clients via email, who are based in the Netherlands and the US. Keeping accurate timesheets using invoicing software.

VISUAL SERVICES SPECIALIST

BCG Boston Consulting Group
[bcg.com](https://www.bcg.com)
International management consultants
Oct 15 – Oct 16, permanent role

Designing marketing, pitches and reports, internal comms, web assets, HTML emails and large-format event materials. Creating microsites with embedded video and graphics using WordPress. Interpreting data into infographics. Dealing directly with key clients, liaising with freelancers, the IT department, an offshore team and external print suppliers. Training new consultants on custom-built PowerPoint. Learning video editing with Adobe Premiere Pro.

MULTIMEDIA DESIGNER

LexisNexis (Reed Elsevier Group)

lexisnexis.co.uk

International legal and tax publisher
Sep 11 – Sep 15, permanent role

DESIGN CONSULTANT

Perfectly Possible Designs Agency

perfectlypossible.co.uk

Sep 15, freelance contract

SENIOR TECHNICAL SPECIALIST

Freshfields Bruckhaus Deringer

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International law firm, via Williams Lea
2006 – 2011, permanent role

Designing across digital, print and social media channels for a worldwide online and print publisher of law and tax knowledge. Providing onsite consultation and design, with a business focus on successful email campaigns to drive traffic to our website for Google Analytics, with SEO leading to click-through sales. Creating accurate print-ready book cover artwork either with original designs or in line with brand guidelines. Writing a guide and coding glossary, teaching my colleagues HTML coding in Dreamweaver.

Specialist PowerPoint work, creating and editing bespoke branded templates, infographics and product leaflets to precise on-brand specifications. A roster of high-profile financial and advertising clients where confidentiality and meeting deadlines were paramount.

A design role where in addition to my graphics work, I taught our team of 14 designers how to code HTML emails in Dreamweaver. Responsibility for updating our studio's procedures and training manual of 75+ pages, with text and screenshots. Liaising with IT on trouble-shooting software/hardware issues for our studio and specs for new PCs.

QUALIFICATIONS

BA Hons Graphic Design, Year 2 completed

After school I studied fashion and theatre design and construction, then worked as a freelance theatre designer for 2 years: designing sets, painting scenery and making costumes. The job market offered more opportunities for graphic designers, so I learnt design software, getting my first graphic design job at Middlesex University (1999).

Colchester Institute, Sep 07 – Jan 08

Graded on previous work-based experience, I was able to enter directly into the 2nd year. I studied part-time whilst still working full-time.

BPIF, Distinction in Introduction to Print Technology

(Formerly) The London College of Printing, one year of evening study, Sep 99 – May 01. Course covered different methods of industrial printing and pre-press techniques.

BA Hons, Grade 2.1 in Theatre Design

Nottingham Trent University, 92 – 95

BTEC Diploma, Theatre Design

Northbrook College, Sussex, 90 – 92

BTEC Diploma, Fashion Design

Colchester Institute, Essex, 88 – 90

GCSEs, 8 at grade C and above

Secondary school, 83 – 88

Qualifications include: Graphics A, Art B, English B, Maths C.

SOFTWARE

I regularly update my software skills. I've often trained in evenings and weekends or used my annual leave.

- Acrobat PDF interactive forms and pre-press
- After Effects
- AI in Adobe CS
- Bootstrap and CSS
- Canva (intermediate user)
- Dreamweaver
- Email for mobile devices
- Figma (intermediate user)
- HTML emails and responsive websites
- Illustrator
- InDesign
- Photoshop
- PowerPoint
- Premiere Pro Video
- Quark
- Sketch
- Word and Excel
- WordPress
- UX design with General Assembly (2021)

PERSONAL INFO

Languages

Basic written, reading and spoken Simplified Chinese (Mandarin) and Spanish.

Hobbies

I enjoy going to music gigs, writing poetry and watching Chinese dramas – with subtitles!

Location

I'm based in central London, able to travel in the UK and internationally for work.

Visa status

British citizen and passport holder.

Contact

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