



Georgia Nurden

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Education

- **BA (Hons) Graphic Design and Illustration: (2:1)**
2014 - 2017

De Montfort University, Leicester

- **A Levels**
2012 - 2014

Art & Design (B), Graphic Design (B),
Biology (D)

- **Art and Design Level 3-4 Foundation Diploma**
2014

Banbury and Bicester College

- **8 GCSE's**
2011

at A* - C including English and Maths

Skills

Photoshop
10 years

Illustrator
9 years

InDesign
7 years

After Effects
3 years

Microsoft Office

Procreate

Hand Lettering

Typography

Artworking

Illustration

Photography

Print Design

About Me

A highly skilled and creative graphic designer with over 7 years of experience in retail and sports industries. Proficient in the Adobe Creative Suite, with a keen eye for typography, layout, and color. Dedicated to producing engaging and impactful designs with meticulous attention to detail. A diverse skill set encompassing design, illustration, and artworking, paired with a strong work ethic, motivation, and a passion for delivering exceptional results.

Experience

Graphic Designer, Aston Villa Football Club.

Oct 2020 - Present

Providing design support for all areas of the business, from larger seasonal campaigns to the day to day design needs of all departments.

Responsibilities:

- Supporting the Marketing team in delivering complete campaigns, from concept to the final artwork.
- Working with other teams in the business to support their design needs, across digital, social, print and large scale graphics.
- Collaborating with the rest of the design team to develop creative design solutions.
- Ensuring consistent usage of the brand and identity guidelines across all touchpoints.
- Optimising and preparing artwork for print, and liaising with external print suppliers.
- Operate within tight timelines to deliver finished and high-quality designs on time.

Achievements:

- Lead creative on the 2023/24 Womens season ticket campaign which saw an increase in sales by 200%, which was a new club record.
- Design of the 2022/23 matchday style across the entire season which was rolled out across socials, matchday presentation and ticket sales.
- Creation of assets and collectable medals for Aston Villa Foundation's activity challenges, which raised funds of over £35k over 6 medal challenges.

Freelance Graphic Designer, Addex Group.

May - Oct 2020

Responsibilities

- Produced professional product photography, including shooting and editing.
- Redesign of their library of product manuals.
- Providing design feedback to be applied to the company's multiple websites.
- Designing promotional product brochures.

Graphic Designer, Air Raid Clothing Ltd.

Oct 2017 - Jan 2020

Providing graphic design across all areas of the company's various trade and e-commerce sites. Including design for print and online, for corporate and marketing purposes.

Responsibilities:

- Creating online promotional materials for the company's multiple websites, social media and email newsletters.
- Researching and developing design ranges from conception to completion.
- Creating artwork and liaising with trade customers, using their briefs and brand guidelines.
- Organising and maintaining the design database.
- Optimising and preparing artwork for print.
- Design of corporate literature, from pricing to design guidelines.

Achievements:

- Re-design of the trade website to create a more professional and branded feel which increased sales by 20%.
- Creation of branding for a new e-commerce business, to be used across the website, promotional materials and various social channels.
- Best selling clothing print design of 2018.