



## *Natalie Southworth - Graphic Designer*

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### **CONTACT**

**Email:**  
hello@nataliesouthworth.com

**Mobile:**  
07736680604

**Linkedin**

### **SKILLS**

Responsive html email  
Responsive web design  
Design for print  
Presentation design  
Motion graphics  
Illustration  
Branding  
HTML and CSS  
Team management

### **SOFTWARE**

Adobe Creative Cloud  
Photoshop  
Illustrator  
Dreamweaver  
InDesign  
After Effects  
  
PowerPoint  
Prezi  
  
Basecamp

### **PERSONAL PROFILE**

**View my portfolio at [www.nataliesouthworth.com](http://www.nataliesouthworth.com)**

**Location:** Altrincham, Greater Manchester

**DOB:** 07.10.83

I'm a multidisciplinary freelance graphic designer with over 10 years commercial experience working in-house for a travel brand. I love to design and I always aim to fulfil a brief with a beautiful and effective solution.

### **EXPERIENCE**

#### **April 2016 - Present**

I have recently started working as a freelance graphic designer. I offer a full design service covering both print and web design. Having worked in-house I understand the value of having a great knowledge of the brands and companies I am working with. I am currently looking to expand my client list and hope to build some long-term relationships by providing a reliable and top quality design service.

#### **May 2008 – April 2016: Lead Graphic Designer LateRooms.com**

My role at LateRooms has varied as the business has grown and changed. My experience here has allowed me to develop a wide and varied set of design skills as well as giving me the pleasure of leading a team of talented designers.

My responsibilities include:

- Designing and building responsive html marketing emails. All LateRooms emails are responsive, this is something I introduced in 2012.
- Designing and building marketing promotion pages and web banners.
- Managing workload and overseeing work produced by the in-house design team. I also lead the team by helping to provide motivation, inspiration and assisting personal development. I have established briefing processes and introduced organisational tools.
- Overseeing and reviewing work produced by freelance designers and agencies.
- Producing and updating brand identity guidelines and ensuring they are adhered to. I have recently been involved in developing a new visual direction for LateRooms.com.
- Professional presentation designs for both internal and external use. Including production of videos and animated presentations in Prezi.
- Design for print including brochures, magazines, leaflets and other branded collateral.



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### **PROFESSIONAL TRAINING**

**Adobe illustrator**

Advanced certificate

**Adobe Dreamweaver**

Advanced certificate

**Adobe InDesign**

Advanced certificate

**Adobe After Effects**

Advanced certificate

**CSS** : Formal professional training

**TUI leadership training programme**

**Numerous management courses**

- Producing internal staff communication material such as emails, posters and a company magazine.

My role has given me experience working with brands other than LateRooms.com such as TLRG (the LateRooms group internal brand), TUI Travel, EasyJet, Hotels London, AsiaRooms and numerous big hotel brands such as Hilton and Accor.

#### **2006 – 2008: Junior Artworker – LateRooms.com**

I started my career at LateRooms as a junior designer working mostly on web banners, basic html emails and simple web pages. During this time I quickly proved my work ethic, my dedication to learning and my ability as a designer which earned me my promotion to Lead Graphic Designer.

### **EDUCATION**

#### **2003 - 2006**

Manchester Metropolitan University  
BA Hons Design & Art Direction Grade: 2:1

#### **2002 - 2003**

Manchester Metropolitan University  
BTEC Diploma Art Foundation  
Grade: Distinction

#### **1995 - 2002**

Altrincham Girls' Grammar School  
A-Level: Art (A), Religious Studies (A),  
Geography (A), General Studies (B), AS-Level: Chemistry (A)

GCSE: 10 grade A\* and A.  
Including Art (A\*).

### **ABOUT ME**

I'm a quietly confident person with a genuine love of all things creative and beautiful. My evenings are spent crafting; I enjoy knitting, sewing, drawing, cutting and sticking, there's something special about anything handmade.

I have a young son and I get so much joy from seeing him grow and helping him to learn. I spend as much time as possible having fun with him.