

Digital Designer

Zara Lane

PERSONAL SUMMARY

I am a Digital Designer with specialities in UI/UX, Graphic Design, and Illustration. With a proven track record of working to customer briefs, I am a hardworking professional who is continuously keeping up-to-date with her software skills to deliver an excellent finished product. Determined to always be reliable and committed to any task, bring positivity to a team, and put all my efforts into my work to achieve something I am proud of.

WORK EXPERIENCE

Lane & Bulled Marketing — *Digital Marketing & Designer*

JUNE 2021 - PRESENT

Establishing and co-founding a marketing startup. Working with clients; creating branding, designing social media content and posts. Moreover, specialising in social media management and brand Design.

Gloucester Rooftop Festival — *Digital Marketing*

JUNE 2021

Designing social media content and posts. Additionally, researching target markets to sell over 1,800 tickets; creating personas researching into social accounts, handles, and discovering hashtags and groups.

The University of Portsmouth — *Graphic Designer*

JANUARY 2021

Commissioned by Portsmouth University students to create a film poster for their final year grad film, "What Happened to the Goldfish?". The team was "amazed" by the poster I designed.

PROJECTS

Letterbox — *UX/UI designer*

Developed and designed a wellbeing app, Letterbox. Conducted user and design research, wireframes, user-testing, icons and graphics to produce a finalised design.

Sgt. Magazine — *Graphic Designer & Photographer*

Collaborated with two other members to create a fully digital and printed magazine. Researched, designed, and photographed posters to advertise Sgt.

HOBBIES

During my spare time, I enjoy photography, designing, and travelling, recently going to Italy, France, and South Korea, whose language I am learning. I always keep up to date with the latest media trends, design, and software.

CONTACT

 zaralane.co.uk

 zara.m.lane

 lanezaramay@gmail.com

 07925 302839

EDUCATION

University of Gloucestershire, BA (Hons) — *Digital Media*

SEPTEMBER 2018 - JULY 2021

Predicted 2:1.

Modules include Web and App Design, Graphic Design, Sound Practices, photography, and videography.

Additional projects I have completed include: creating a travelling App, illustrated Zine and a short Documentary of a local drag queen.

Chosen Hill School

SEPTEMBER 2011 - MAY 2018

A-levels: Fine Art, Media Studies and Photography.

5 GCSEs including English Language and English Literature.

SKILLS

Use of software; Adobe Creative Suite (especially Photoshop, Illustrator, XD), Figma, Moqups, Mockflow, Microsoft Office.

Profound knowledge of WordPress and Wix with basic knowledge of HTML and CSS.

Communication skills, leadership in a team, initiative and resourcefulness when problems arise.

Customer service skills and working with difficult customers and the public.

REFERENCES AVAILABLE UPON REQUEST