

07807 575484_jackie@blizzard-design.co.uk

PROFILE

A mid-weight Designer with over 20 years experience within the industry. Working not only as a Designer but Mac Operator and Artworker in previous roles, these have given me the attention to detail and workflow experience to back up the design skills.

Curriculum Vitae_2025

JACKIE WILLIAMS

ARTWORKING PRINT DIGITAL PACKAGING BRAND STUDIO MANAGEMENT

EDUCATION

BA Hons in Graphic Design
Hereford College of Arts

BTEC National Diploma in Graphic Design
NEW College, Redditch

6 GCSE's including Maths & English

SOFTWARE

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
QuarkXPress
Excel, Word, Powerpoint
Canva
Figma

CONTACT

jackie@blizzard-design.co.uk
07807 575484
Droitwich

**WEAREBEARD
GRAPHIC DESIGNER/CREATIVE ARTWORKER**

Design work for a multi-service agency across branding, brochures, marketing literature, POS, packaging, digital and websites. Ensuring efficient workflow within the studio. Running daily and weekly team meetings to discuss workload and delegate work. Dealing with various admin jobs within the studio such as invoices and quotes.

**BLIZZARD DESIGN
FREELANCE GRAPHIC DESIGNER**

Design for both print and digital. Responsible for the marketing of myself and the Blizzard Design brand and all related admin duties. Conceptual design work whilst utilising artworking skills to take a job through to print. Working across branding, brochures, marketing literature, POS, packaging and websites.

**ALPHAQUAD
GRAPHIC DESIGNER**

Assisting the Senior Designer with design and artwork across a wide range of digital mediums such as websites, banners, e-shots, newsletters etc. Responsible for in-house printed items including stationery, leaflets, banner stands.

16-24

**PANACEA MARKETING
GRAPHIC DESIGNER**

Design work specialising in the aftermarket car part sector whilst utilising artworking skills to take a job through to print. Working across branding, brochures, marketing literature, corporate I.D., catalogues, POS Advertising. Assisting the client services manager with quotes, purchase orders and client liaison.

08-09

14-16

**ASCENT PUBLISHING/CENTAUR MEDIA
PRODUCTION MANAGER FOR ABC&D, PSB
& PERIOD LIVING MAGAZINE**

Managing production workflow from start to finish. Liaising with advertisers to obtain artwork. Checking artwork received was suitable and running through in-house pre-flight software. Liaising directly with printers to ensure strict magazine production deadlines were met.

03-07

11-14

**OBSERVER STANDARD NEWSPAPERS
MACINTOSH OPERATOR**

Typesetting newspaper adverts to meet strict weekly deadlines. Proof reading. Designing adverts for clients who requested a design service and any special projects like wedding supplements, wallplanners etc. Taking on the role of office manager during holidays/sickness.

99-03

EXPERIENCE

ARTWORKING
PRINT
DIGITAL
PACKAGING
BRAND
STUDIO
MANAGEMENT

CLIENT

Access Educational Provision

BRIEF

A logo refresh for a local education provider specialising in children aged 5-16 who struggle in mainstream settings.

DELIVERABLES

The pencil is directly associated with education from early childhood through to higher learning, by creating the letter "A" using the shape of a pencil the logo creates a direct connection between the brand and its commitment to shaping young minds (Produced whilst at WEAREBEARD)



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CLIENT

ONYX Talent Asset Management

BRIEF

Create a logo design for a new local recruitment and consultancy company.

DELIVERABLES

The merging of the two letters “y” and “x” to symbolise the idea of connecting two distinct elements - whether it’s candidates and companies, skills and opportunities or talent and expertise. Reflecting the company’s core mission: to bring together the right talent with the right opportunities. (Produced whilst at WEAREBEARD)

ONYX



ARTWORKING
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CLIENT

Swallowfields Luxury Camping Retreat

BRIEF

Create a logo design and brand style for a new local glamping site built on a 3-acre wild-flower orchard meadow where a flight of swallows visit every year.

DELIVERABLES

The combination of the swallow and the tent in the logo creates a unique and memorable image, offering an immediately recognisable visual identity. The swallow represents nature and migration, while the tent signals the glamping experience. Also using a strong colour palette and clear font that represents the luxury offering at the retreat. (Produced whilst at WEAREBEARD)



SWALLOWFIELDS

LUXURY GLAMPING RETREAT





ARTWORKING

PRINT

DIGITAL

PACKAGING

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Gritchie Brew Co

BRIEF

Provide print options and print ready files for consumer products produced by Gritchie a brewery ran by Guy Ritchie.

DELIVERABLES

Artworking for various products using the new brand designed in-house by WEAREBEARD. Liaising directly with manufacturers to ensure accurate print file setup and also experimenting with different printing processes. Creation of brand guidelines and ensuring every item produced followed the brand rules.



ARTWORKING

PRINT

DIGITAL

PACKAGING

BRAND

STUDIO

MANAGEMENT

CLIENT

MOBU

BRIEF

Using existing logo provided by client, create sets of packaging for a new local health supplement supplier. The client requested a colourful and fun style to stand out amongst the crowded vitamin market.

DELIVERABLES

Bright and colourful illustrations were created to help promote an approachable and inviting brand. The range is constantly growing so colours have featured strongly within the brand as a quick visual cue to the product differences. Liaising directly with the manufacturers to ensure correct artwork setup. (Produced whilst at WEAREBEARD)



ARTWORKING
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CLIENT

Oxygen Conservation Ltd

BRIEF

Create an annual report for Oxygen Conservation a company that invests in land to protect and restore natural capital.

DELIVERABLES

Oxygen Conservation are visual storytellers so the annual report heavily featured their photography whilst still showing factual data in a clear and concise way. Originally intended as a digital brochure the client were that impressed with the design they decided to have printed copies made. (Produced whilst at WEAREBEARD)

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CLIENT

D3 Events Ltd

BRIEF

Create an eye-catching and impactful pitch document for an event company to be put in front of Jaguar Land Rover.

DELIVERABLES

The document included storyboards and Photoshop mockups to represent an event that didn't yet exist. Using large images and text to break up the pages the design was clear and concise in order to get a lot of information across. The front page was embossed to create a tactile printed product that could be passed around at the pitch meeting and create a lasting impact.(Produced whilst at WEAREBEARD)

Brand
Positioning

New Defender as the hero

Now is the time for Land Rover to
reclaim this road less travelled,
restate its promise to go Above and
Beyond and re-establish Land Rover
as the No.1 Adventure Brand

New Defender as the catalyst
New Defender as the hero

Brand positioning is the process of identifying the unique value proposition of a brand and communicating it to the target audience.

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Brand Positioning



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Big Win Philanthropy

BRIEF

Create an annual report for Big Win an independent foundation that focuses on investing in children and young people in developing countries.

DELIVERABLES

Using content provided from the client and following their brand guidelines an information piece was created using a simple colour palette and visual style. (Produced whilst at WEAREBEARD)



ARTWORKING

PRINT

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CLIENT

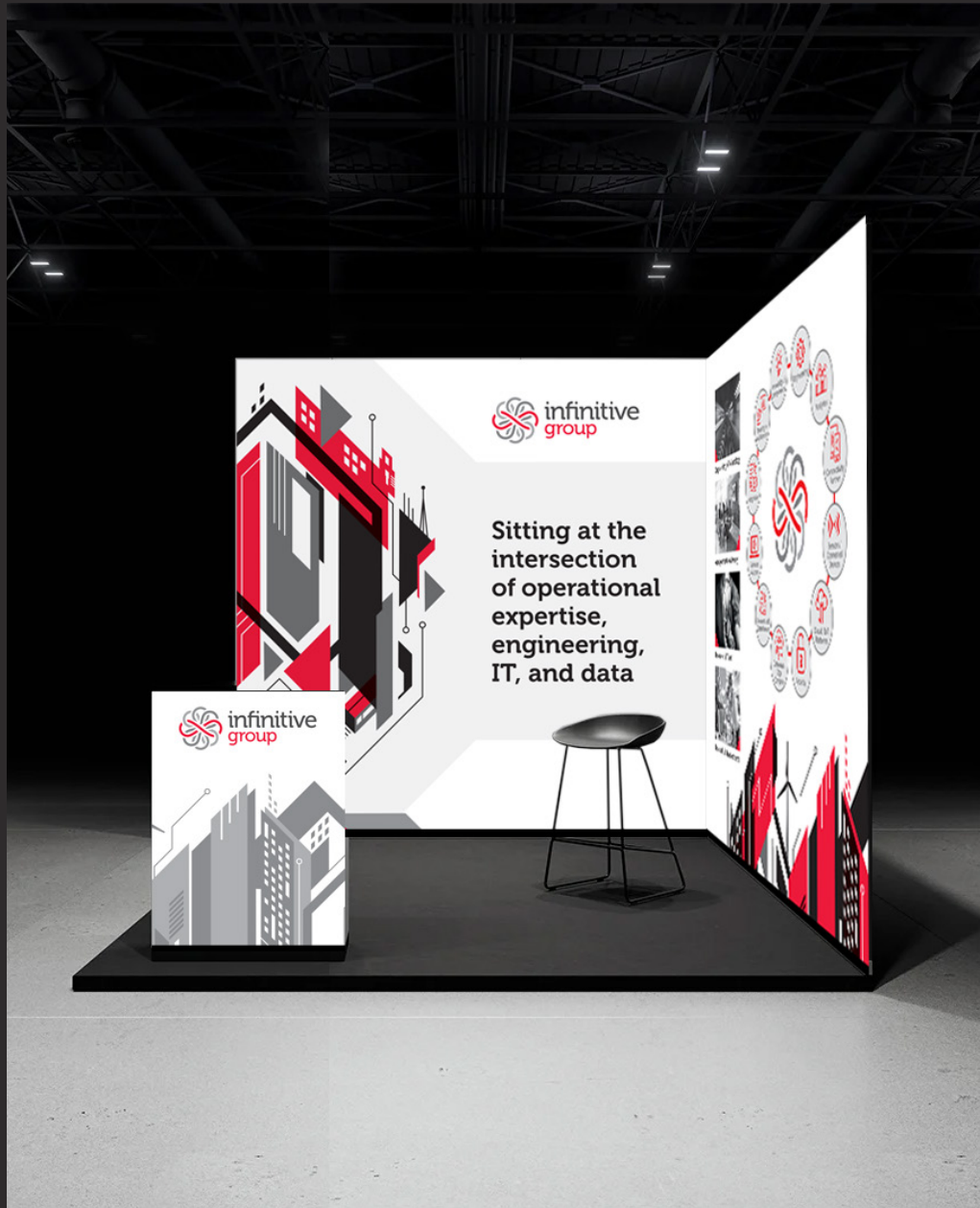
Infinitive Group

BRIEF

Various marketing materials created for an engineering technology business.

DELIVERABLES

Using existing brand guidelines that were produced in-house, regular marketing material such as case studies, exhibition stand designs and company brochures were created. One off pieces such as stationery, social adverts and print adverts were also produced whilst adhering to brand guidelines.



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Cinch

BRIEF

Freelance work for Cinch the largest online used car retailer.

DELIVERABLES

Creating images for email headers and templates. Using existing campaigns created by their in-house designer then populating across various different banner and social sizes. Photos were provided from the individual car garages most of which were taken using different lighting conditions and at different angles, these needed to be edited to be consistent with Cinch's style photography guide.

cinch

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Roses are Red,
Violets are Blue,
a beautiful new car
is waiting for you

Jackie, get £250 cashback with code 1234

Enter final copy here about cashback offer for valentines extra £250 cashback on any car until the following date. More information here.

£250 cashback

Use code: 1234

Enter final copy here about cashback offer for valentines extra £250 cashback on any car until 25.

When you've found the one, enter 1234 at checkout. Then sit back and relax; your cashback will land in your bank account after your 14-day money back guarantee period ends.

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Fish4Dogs

BRIEF

Info-graphic design for a guide on feeding dogs by Fish4Dogs an animal food manufacturers.

DELIVERABLES

A text heavy Word document was provided by the client, so key information needed to be taken from this and then represented in a graphical way. Combining photography and short sections of text the information was shown in an interesting and informative manner.

PUPPY LOVE

THE TRANSITION FROM PUPPY TO ADULT FOOD

At what age should a puppy change to adult food?



USEFUL TIPS

ADULT OR PUPPY FOOD?

Puppy food provides higher **protein** and **fat**, as well as more calories and different requirements for vitamins and minerals particularly **calcium** and **phosphorous**.



PUPPY

HOW OFTEN TO FEED?

Initially, puppies need **four** meals a day but this can be reduced to **three** a day at about 12 weeks. At six months, they can have **two** meals a day, which can continue for the rest of their life.



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NUTRITION

THE BASIC ELEMENTS OF PUPPY NEEDS



PROTEINS

Comprised of 23 different amino acids, proteins are often called the "**building blocks**" of the tissues. The dog's body can manufacture 13 of these amino acids. The other 10 amino acids, however, must come from outside meat and plant sources and are called the "**essential amino acids**".

FATS

Fats are used to supply energy, essential fatty acids, and transport the fat-soluble **Vitamins A, D, E and K**. In addition, fats make a diet more palatable to a puppy. Fats help to maintain a healthy skin and coat.

MINERALS

Minerals are needed by the body for structural building and chemical reactions. 8 key vitamins, minerals are supplied in the correct proportions in "**Complete**" and "**Balanced**" commercial puppy foods.

Damage can be done by over supplementation. This is particularly true for **calcium** and **phosphorus**, because the proportions of these two

VITAMINS

Vitamins are necessary for many of the body's chemical reactions. Fat-soluble **Vitamins A, D, E and K** need fat in the diet to be absorbed by the body. The B-complex vitamins dissolve in water and are readily absorbed by the body. **Vitamin C** also dissolves in water, but it is not needed in the canine diet because dogs can

CARBOHYDRATES

Starches, which are the largest part of most plant carbohydrates, need to be cooked before they can be digested and utilized by the puppy. Cellulose is not digestible, but it is used for its fibre content in the diet which