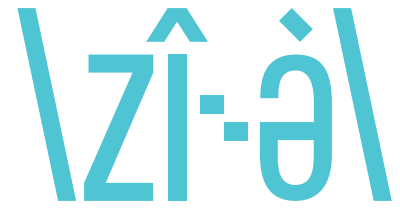


zia benfield

graphic designer

\græ-fɪk\ \dɪ-zai-nər\



noun

1 the profession of visual communication that combines images, words, and ideas to convey information to an audience, especially to produce a specific effect.

Personal Information

Email design@ziabenfield.co.uk
Website www.ziabenfield.co.uk

About Me

Hi! I'm Zia Benfield. A blue haired individual who loves drinking coffee and has a particular love of all things' cats, music and organisation. I'm also a graphic designer. I have a profound interest in all aspects of design and I don't back down from a challenge. I especially enjoy print-based media.

Education

BA(Hons) Graphic Communication

University of Northampton
September 2021 – July 2022

- Layout work. Focused on projects like magazine spreads and book jacket design.
- Type hierarchy. Importance of strong type, including sizes, weights and spacing.

Foundation Degree in Graphic Design

New College Stamford
September 2018 – June 2020

- Time management. Divided time between multiple projects at once.
- Designed and created own custom typeface for project.

UAL Extended Diploma in Art and Design

New College Stamford
September 2016 – June 2018
Certificate of qualification achieved (Level 3)
Merit overall, with four Distinction criteria

Skills & Knowledge

- InDesign
- Illustrator
- Photoshop
- Premiere Pro
- Microsoft Suite
- Photography
- Video (filming and editing)
- Web and Social Media asset creation
- Type design knowledge

Work Experience

Junior Graphic Designer Philex Electronic Ltd., Bedford

September 2022 – June 2024

Member of the design studio handling all Philex's graphic design requirements that are outsourced for print and production. Primarily generated instruction manuals (from writing, design, to exporting for print or web), datasheets, flyers, packaging and assets for e-commerce channels, following previously distinguished design systems for Philex's brands; i-box, Labgear, SLx and THOR.

- Applied new design system to various formats, including datasheets, manuals, flyers and e-commerce channels.
- Produced graphically appealing data sheets for over 400 products as part of a website revamp project.
- Designed optimised manuals for web to reduce customer complaints.
- Video, editing, and narrating instructional videos for products.
- Prioritising projects while working to tight deadlines.
- Worked independently, but also shared ideas and generated solutions with creative department.
- Developed knowledge and skills by designing packaging files and preparing them for print.

CALMtown

St Ives, Cambridgeshire, Jul 2019 – Jan 2020

A project creating a brand for a group of volunteers raising awareness about mental health and signposting support in their town; this includes a logo and a website on Wix.

hue — brand, design, digital

Ketton, Lincolnshire, Aug 2019 – Sep 2019

Throughout my placement here I completed a variety of small projects — my main focus was the creation of an instruction booklet on how to make an origami duck.