

# zia benfield

## graphic designer

\græf-ik\ \dɪ-zai-nər\

\zî-ə\

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

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### 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 branding, publishing and well, just about everything.

### Work experience

#### CALMtown

St Ives, Cambridgeshire  
July 2019 - Present

An on-going project creating a brand for a group of volunteers raising awareness about mental health in their town; this includes a logo and a website.

#### hue — brand, design, digital

Ketton, Lincolnshire  
August 2019 - September 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.

### Skills

Illustrator	Photography
InDesign	Video (filming + editing)
Dimension	App creation
Premiere Pro	Type design knowledge
Photoshop	Website design
XD	

### Education

#### University of Northampton

Northampton, Northamptonshire  
September 2020 - Present  
Graphic Communication BA (Hons)

#### New College Stamford

Stamford, Lincolnshire  
September 2018 - June 2020  
FdA in Graphic Design  
Certificate of qualification achieved

#### New College Stamford

Stamford, Lincolnshire  
September 2016 - June 2018  
UAL Extended Diploma in Art and Design  
Certificate of qualification achieved (Level 3)  
Merit overall, with four Distinction criteria

#### Arthur Mellows Village College

Glington, Cambridgeshire  
September 2011 - June 2016  
GCSE qualifications  
English (Language) B  
English (Literature) C  
Mathematics B