

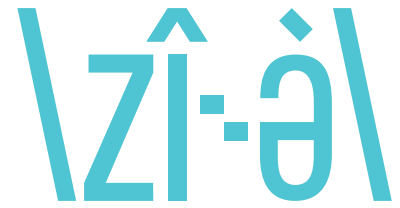
zia benfield

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

I have an interest in all aspects of design, and I'm eager to learn new skills. I especially enjoy print-based media; from magazines, brochures to flyers and business cards. I'm a blue haired individual who loves drinking coffee and has a particular love of all things' cats, music and organisation.

Education

BA(Hons) Graphic Communication

University of Northampton
September 2021 – July 2022

- Layout work. Projects included magazine spreads and a 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

Merit overall, with four Distinction criteria

GCSE Qualifications

Arthur Mellows Village College
September 2011 – June 2016

English Language B
English Literature C
Mathematics B

Skills & Knowledge

- InDesign
- Illustrator
- Photoshop
- Premiere Pro
- Microsoft Suite
- Photography
- Video (filming and editing)
- Web and social media asset creation
- Organised
- Type design knowledge
- Planning
- Strong eye for detail
- Quick learner
- Compassionate
- Time management

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 for i-box, Labgear, SLx and THOR, that are outsourced for print and production.

- Applied previously distinguished brand guidelines to various formats, including instruction manuals, datasheets, flyers and e-commerce assets.
- Wrote, designed and exported manuals ready for print production. Designed optimised manuals for web to reduce customer complaints.
- Produced datasheets for over 400 products as part of a website revamp project.
- Videoed, narrated and edited instructional videos for products.
- Prioritising projects while working to tight deadlines.
- Worked independently, but also shared ideas and generated solutions with creative department.

CALMtown

St Ives, Cambridgeshire

Designed a brand for a group of volunteers that raises awareness about mental health and signposts how to access support in St Ives. Generated and designed a website on Wix.