

CONTACT

taaya.g@gmail.com
+44 (0) 7597 071 836
London, UK



ABOUT

10+ years design experience, specialising in branding, presentations and marketing; delivering content for corporate and creative clients; Strong brand awareness & attention to detail, An abundance of creative flair. Able to adapt design style to suit brand identity. Experienced self-starter & designer who is able to inspire and contribute to a wider team.

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- MS PowerPoint
- Adobe Premiere Pro
- Adobe After Effects
- Stock Photographer
- Video Editing
- Branding
- Typography

Taaya Griffith

Graphic Designer

10+ years design experience

PORTFOLIO LINK

EXPERIENCE

Lead Graphic Designer

Informa / FinTech Futures | January 2023 to Current

Lead graphics, branding and marketing designer at FintechFutures, a division within the Informa Connect Group and a trusted publishing platform and resource of news and analysis within the global fintech sector.

I independently support the creative execution and output of the high volume of graphic design projects and lead in creating all design and creative elements for global events and four major awards that we host each year.

Marketing Executive & Designer

Supercity Aparthotels, London | Jun 2022 - Jan 2023

- Presentations using Adobe suite, Excel & PowerPoint.
- Developed layouts, templates & bespoke presentations.
- Liaised with clients to execute their vision.
- Maintained company's online marketing & social media.
- Produce brochures, presentations, & promotional materials.
- Determined marketing and design vision with wider team.
- Ensured consistency of company's graphic standards.
- Maintained company's portfolio and graphics database.

Designer & Founder

(Wound down due to increased supplier costs).
Swanky Giftbook, Essex | January 2016 to Current

- Created bespoke presentations to pitch to investors.
- Successfully pitched bespoke presentations to win trade.
- Conceptualised storyboards for adverts and presentations
- Designed high quality illustrations & marketing graphics.
- Managed digital marketing strategies and platforms.
- Re-branded company profile to strengthen brand presence
- Marketing Specialist, Designer & Founder
- Multiplied company's social media followers by 400%
- Enhanced SEO visibility in Google rankings

EXPERIENCE continued

Marketing & Graphic Designer (Architects)

Watkins Gray International, London | Jun 2016 - Dec 2016

Design and Marketing Assistant (Architects)

Aros Architects, London Bridge | Jul 2014 - Jun 2016

Desktop Publishing / Graphic Designer (Architects)

Levitt Bernstein & CA, London | Aug 2006 - Dec 2012

EDUCATION

BA (hons) Interior Design | 2003 - 2006

Kingston University, Kingston-upon-Thames

Foundation studies in Art & Design | 2002 - 2003

Kent Institute of Art & Design

A' Levels in Business Studies & Art & Design | 1999 - 2001

Maidstone Grammar School, Kent

References available separately on request.

OTHER EXPERIENCE

Volunteer roles

PTFA Marketing & Graphic Designer

Warren Primary School PTFA, Essex | Sep 2020 - Current

- Creating flyers to promote activities & fundraising events.
- Creating social media content and adverts
- Ad-hoc promotion & design duties
- Team work to ensure school can achieve financial goals

Graphic Designer & Illustrator

Numberfit | Feb 2022 - Current

- Conceptualising storyboards for explaining Maths concepts. Illustrated content to make maths more accessible for all children.

Illustrator of 'Our Covid-19 Heroes (Published)

(Fundraising project during Lockdown)

- Collaborated with an Author to illustrate a book in celebration of Key Workers and National Heroes. Raised money for various charities.