

London
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Nicole McGlashan

Creative Graphic Designer Motion Designer

Highly skilled creative with a keen eye for detail and a passion for design. I have 3 years of hands-on experience and a proven track record of creating compelling content for marketing campaigns. I am able to craft unique visual narratives and bring ideas to life.

Skills

- » Photoshop, After Effects, Illustrator, Premiere Pro
- » Figma
- » Creative thinking
- » Problem solving
- » Effective team collaboration
- » Confident on independent tasks
- » Project multitasking
- » Graphic Design
- » Motion Design
- » Video Editing

Education

BA (Hons) Graphic Design - 2:1 (2017-2020)
Nottingham Trent

Achievements

School of Motion - Principles of Animation

Docklands After Effects Training - Intermediate

Experience

Be Grizzlee | Digital Designer | May 2022 - Present

- » Specialised in delivering pixel-perfect designs for Apple, adapting designs to meet online, mobile and social banner formats - adhering to strict brand guidelines.
- » Efficiently set up PSD's for animation and localisation.
- » Played a pivotal role in editing and localising copy for global markets using Photoshop and After Effects.
- » Created successful storyboards using Figma.
- » Conducted comprehensive image research for Expedia/VRBO photography briefs - finding relevant imagery.

AdColony | Creative | Oct 2021 - May 2022

- » Designed and animated captivating mock-ups for engaging in-app, interactive ads e.g. for Candy Crush.
- » Effectively communicated with international teams to ensure smooth mock-up integration.
- » Led the creation of content aligning with brand Identity.
- » Actively engaged with clients through regular calls and brainstorming sessions.

Hype Lab | Creative Apprentice | Feb 2021 - Oct 2021

- » Produced compelling social media content for musicians, ensuring consistency with brand identity.
- » Clients include Atlantic Records, UKF and Insanity Records.
- » Utilised Adobe Creative Suite to create engaging content.
- » Conducted thorough research for creative inspiration.
- » Actively participated in idea generation for new briefs, contributing innovative concepts and strategies.