



Introduction

Hi, I'm Beth, a creative designer and strategist with nearly ten years of experience. I have developed a deep understanding of creating effective campaigns that drive growth and enhance brand awareness. With my extensive experience in graphic design, whether print or digital, I can ensure all collateral is visually stunning and aligned with your overall strategy. My ability to lead teams of designers, copywriters, and content creators, combined with my project management skills ensures that all design work is on time, on budget, and to the highest standards.

Skills

- Brand Strategy
- Brand Identity
- Ideation
- Campaigns
- Art Direction
- Pre-production
- Post-production
- Typography
- Iconography
- Packaging
- Artwork
- UI
- Managing teams and projects

Software

- Photoshop
- InDesign
- Illustrator
- Premier Pro
- After Effects
- Figma
- Sketch

Education

2004 - 2011

GCSEs and A-Levels
Chancellors School

2011 - 2014

BA(Hons) Graphic Design
University of Hertfordshire

About

I'm a passionate foodie on a mission to find London's best burger restaurant and learn how to make pasta from scratch. In an effort to ensure my waistline doesn't expand at the same rate as my palette, I also try to keep as active as possible. I've recently started snowboarding and taking part in spin classes. I'm a keen interior designer, and for reasons unbeknownst to anyone, my TikTok and Instagram accounts which showcase home and lifestyle content have seen my best-performing videos reaching more than one million views. If you fancy a sneak peek, visit [@homeofblondy](#).

Contact

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Current Experience

Graphic Design Lead

Mous Products Ltd | June 2019 - Present

Brand Strategy & Identity

- Understand the needs and objectives to develop a brief which outlines the goals, key messages and target audience
- Research the target audience, market trends, and competitors to identify insights that can inform the creative direction
- Measure the success of campaigns, using data and analytics to identify areas for improvement and refine future strategies
- Define and develop the brand's visual identity by identifying the mission, values, and personality through logo, colour palettes, typography and imagery
- Create brand guidelines that outline how to present the brand across various applications

Design & UI

- Briefing and creative direction for all design projects, including leading ideation, feeding back and approving
- Continuous development of designers, encouraging best-in-class design skills with bespoke L&D
- Leading by example, producing exceptional design work for all channels
- Creation of UI guidelines and processes to ensure streamlined and efficient design work

Art Direction & Content Production

- Setting the art direction for product launches and seasonal campaigns
- Interpreting commercial briefs and translating them into creative deliverables to meet revenue and ROI goals
- Leading ideation sessions, setting art direction, creating shot lists and briefing content creators
- Close adherence to campaign budgets
- Providing feedback and approving post-production assets
- Briefing content to external agencies when necessary

Team Leadership

- Responsibility for team efficiency and output
- Mentoring the Brand & Creative team, which consists of graphic designers, content creators and copywriters
- Line managing and developing a Senior and Junior Graphic Designer

Past Experience

- **Senior Graphic Design Manager**
Mous Products Ltd | Feb 2021 - Jul 2022
- **Mid-Weight Graphic Designer**
Mous Products Ltd | Jun 2019 - Feb 2021
- **Mid-Weight Graphic Designer**
Fetch Agency | Jan 2018 - Jun 2019
- **Packaging Graphic Designer**
The Rodial Group | Nov 2016 - Jan 2018
- **Junior Graphic Designer (FTC)**
Barry M Cosmetics | Jun 2016 - Nov 2016
- **Junior Graphic Designer**
Scoop Designs | Nov 2014 - Jun 2016