

# Megan Hartley

## Junior Graphic Designer

Graphic Design graduate from the University of the Arts London with a portfolio spanning brand identity, editorial design, and digital illustration. Completed a **6-month agency placement** at a Shoreditch-based studio working with lifestyle and hospitality brands. Freelanced for **9 clients** during university, generating **£4,200** in project fees. Passionate about typography, visual storytelling, and creating designs that connect with people.

### SKILLS

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Figma • Adobe After Effects • Typography • Brand Identity Design • Print Design • Layout & Composition • Colour Theory • Social Media Design • Presentation Skills • Creative Problem Solving • Client Communication

### LANGUAGES

English - Native

### EXPERIENCE

Junior Designer (Placement Year), Studio Output, London

Jan 2025 - Jun 2025

Worked as part of the creative team during a 6-month industry placement at a brand and digital design studio.

- Designed assets for **5 client projects** including social media graphics, packaging mockups, and pitch decks for brands in food, fashion, and hospitality
- Created **60+ Instagram and LinkedIn graphics** for a restaurant group's rebrand campaign
- Developed a set of **24 custom icons** for a co-working space brand that were used across their website and signage
- Presented design concepts directly to clients in **3 review meetings**, receiving positive feedback on visual direction

Freelance Graphic Designer, Self-Employed, London

Mar 2024 - Dec 2025

Took on freelance design projects for small businesses and student organisations alongside university work.

- Completed projects for **9 clients** including logo design, menu design, event posters, and social media templates
- Earned **£4,200** in total project fees with a **100% on-time delivery rate**
- Built a repeat client base with **4 clients** returning for additional work within **6 months**

### EDUCATION

BA (Hons) Graphic and Media Design in Graphic and Media Design, University of the Arts London (LCC), London

Sep 2022 - Jul 2025

Graduated with First Class Honours (**73% average**). Final major project was a complete visual identity system for a fictional sustainable fashion brand, graded **80%**.

- Relevant modules: Typography, Brand Identity, Editorial Design, Motion Graphics, UX/UI Fundamentals, Print Production
- Work selected for the **UAL End of Year Show 2025**, exhibited at the Elephant & Castle campus gallery
- Won **Best Editorial Design** at the LCC Student Design Awards for a magazine spread on urban cycling culture

### CERTIFICATIONS

Google UX Design Certificate, Google

Sep 2024 - Jan 2025

### PROJECTS

Art Director - The Pulse Student Magazine

Sep 2024 - Jun 2025

Led the visual direction of UAL's student-run arts and culture magazine.

- Designed layouts for **3 printed issues**, each **48 pages**, with a print run of **500 copies** per issue
- Managed a team of **4 student illustrators** and photographers, coordinating briefs and feedback sessions
- Increased the magazine's Instagram following from **800 to 2,100** through consistent visual branding on social posts

Rebrand - The Cellar Bar (UAL Student Bar)

Feb 2024 - Apr 2024

Won a student competition to rebrand the campus bar, with the design implemented across all touchpoints.

- Created a complete visual identity including logo, colour palette, typography system, and **12 branded assets**
- Designed a new menu, coasters, posters, and staff t-shirts - all produced and used by the bar for **2 terms**
- The rebrand was credited with a **15% increase** in student footfall during the first month, according to the student union

### 36 Days of Type Challenge

Apr 2024 – May 2024

Participated in the global 36 Days of Type challenge on Instagram, creating a unique typographic illustration for each letter and number.

- Completed all **36 illustrations** using a mix of hand-lettering and digital techniques in Procreate and Illustrator
- Series received **2,800 likes** across all posts and was featured on the **36 Days of Type official page**

### REFERENCES

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Tom Ashworth, Creative Director, Studio Output, tom@studiooutput.com, +44 7700 900 188

### EXTRA CURRICULAR ACTIVITY

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Workshop Leader – UAL Design Society

Sep 2024 – Jun 2025

Ran practical design workshops for fellow students at the university's design society.

- Led **6 workshops** covering Adobe Illustrator, brand identity basics, and portfolio presentation tips
- Average attendance of **25 students** per session, with a feedback satisfaction rating of **4.8/5**

Volunteer Designer – Shelter (Charity)

Jun 2024 – Sep 2024

Volunteered design skills for Shelter's local campaigning team in London.

- Created **8 social media graphics** and **2 printed flyers** for a housing rights awareness campaign
- Materials were used at **3 community events** reaching an estimated **1,500 people**