Sally Campbell
Graphic Designer

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Portfolio

SKILLS:

- Art direction, concept creation, branding, marketing, UX and UI design, video, packaging and events.
- Ability to take projects from concept stage through production to final delivery.
- Proficient in client interaction, expectations and budget management.
- Confident to work independently or as part of a team.
- Easily able to adapt creativity for print and digital projects.

SOFTWARE:

- Fluent in Adobe Illustrator, Photoshop and InDesign.
- Proficient in Figma, PowerPoint, Microsoft, Word and Excel.
- Some experience of Adobe After Effects, XD, Dimension and Animate.
- AI tools used include: Claude and Midjourney.

EDUCATION:

- BTEC National Diploma in Art and Design at Barnet College, Hertfordshire.

INTERESTS & INSPIRATION

- Keeping up-to-date with the latest design and typographic techniques.
- Volunteering with The Harpenden Trust's collaborative craft classes for people affected by anxiety and depression.

EXPERIENCE:

Graphic Designer at Brand & Deliver Marketing
London | 2022 – 2026

- Design lead for the LG Lounge app, from research and UX planning through UI design, including launch assets, promotions, and competitions.
- Played a key role in executing MBZUAI's (Mohamed bin Zayed University of Artificial Intelligence) brand refresh, developing signage, digital banners, and merchandise for its 5th Anniversary and Commencement 2026.
- Created visual mock ups for presentation decks, exhibition stand design, iPad data capture interfaces, and event collateral for Shark Ninja and Premier League.
- Collaborated with the Creative Director and CEO to architect the brand identity for Espirita Healthcare.
- Named and led creative direction and brand identity for wellness startup The Hot House, designing all brand assets.

Freelance Graphic Design, remote | 2021 – 2022

- Crafted brand identity, illustrations, and art direction for Green Genie Spirits.

Graphic Designer at Organik Design, Herts | 2018 – 2021

- Collaborated with clients to re-design all LED and traditional lamps packaging for Sylvania Lighting.
- Developed manuals, technical illustrations, guidelines and concept presentations for Kingfisher.
- Designed and produced artwork for magazines, catalogues and packaging for a health and wellness brand.

Freelance Graphic Design, London in-house an remote | 2010 – 2018

- Designed and illustrated logos, brand identities and social media packs for various international companies in the educational, marketing and software sectors.
- Bank Sadler Events Agency, London: Created concepts, design proposals and visual graphics for various event pitches, signage, floor plans, exhibition panels and programmes. Clients included: Santander, YBS, IBM, The UN, and Rolls-Royce.

Earlier career:

- Graphic design roles across marketing, publishing and advertising agencies (1992 – 2010).