

Nico Stanley

Freelance Graphic Designer

Contact Details

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Bristol

LinkedIn

Website

Core Skills

- UI/UX Design
- Branding and Identity Design
- Print Design
- Project Management
- Illustration
- Typography
- Client Communication
- BA (Hons) Graphic Design

Professional Profile

Versatile and innovative Graphic Designer with 12+ years of experience working in the commercial design industry. Proficient in the Adobe Creative Suite, specialising in UI/UX and branding and identity design packages with demonstrated expertise in driving social media engagement and website traffic. Experienced in managing design projects from start to finish, including client communication, and with a keen eye for detail. Graduated with 1st Class Honours from London School of Design.

Career Summary

Jun 2019 - Present **Self Employed, Bristol**
Freelance Graphic Designer

Outline

Deliver comprehensive design solutions on a freelance basis to a wide variety of clients in fashion, finance, music, and healthcare, working with over 60 clients on 112 projects in the last 3 years.

Key Responsibilities

- Conceptualise and design digital and print-based assets such as websites, logos, brochures, and social media graphics
- Manage projects from concept to delivery, ensuring they are completed on time and within budget
- Collaborate with clients and internal teams to understand their needs and develop design solutions that meet those needs
- Create user interface (UI) and user experience (UX) designs that are both aesthetically pleasing and functional
- Use HTML and CSS to create web designs that are responsive and visually appealing
- Develop design concepts and present them to clients, incorporating feedback and making revisions as necessary
- Collaborate with clients and stakeholders to understand their needs and deliver design solutions that meet their requirements
- Build and maintain an active client base, managing multiple projects at once whilst attracting new clients

Key Achievements

- Designed a branding and identity package for a financial services client in 2021 that resulted in a 30% increase in website traffic and a 32% increase in social media engagement
- Developed a new UI/UX design for a fashion retail client in 2022 that improved their website's user engagement and resulted in a 17% increase in conversions.

Mar 2015 - Jun 2019 **Glide Agency, Bristol**
Senior Graphic Designer

Outline

Led a team of 5 designers at a leading digital agency in Bristol, creating designs for branding, digital campaigns, social media, and websites for a range of clients.