

MICHELLE FEENEY

GRAPHIC AND DIGITAL DESIGNER



CONTACT

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Website

shellyloudesign.co.uk

EXPERTISE

Adobe Creative Suite,
Photoshop, Illustrator,
Indesign, After Effects,
XD, Figma, Powerpoint,
GWD Wordpress,
Dreamweaver,
Magento, CMS,
HTML, SEO

ABOUT ME

I am a highly skilled Graphic and Digital Designer based in Edinburgh, with over 12 years of experience in crafting visual narratives for both traditional print and digital online media.

My expertise lies in creating stunning imagery, videos, and impactful branding for businesses of all sizes. I am highly innovative and possess an impressive ability to generate original concepts while using various mediums. With a wealth of 16 years of experience using the Adobe Creative Suite, my expertise includes advertising, branding, corporate identity, digital marketing, illustration, animation, rich banner ads, HTML5 and video production.

EXPERIENCE

Oct 2022-Present

Digital Designer - Sainsbury's Bank, Edinburgh EH12 9DJ

- Interpreting client briefs and creating innovative and engaging campaigns for the Sainsbury's Bank brand each quarter
- Consistently generating new ideas and concepts for each campaign and collaborating closely with the studio team to develop and evolve these ideas across all digital platforms.
- Carefully considering the criteria for each social platform and tailoring the artwork to fit within its standards.
- Designing for all social platforms, including video creation, static images, and display ads.
- Maintaining ongoing communication with clients to further develop ideas and address feedback.
- Developing a design system and templates for display ad in the Figma platform, additionally animating the ads within Figma using the Bannerfy plugin
- Focusing on various categories such as insurances, loans, travel, and credit cards for the Sainsbury's Bank brand.
- Creating artwork within third-party guidelines, such as Nectar and Nectar Prices.
- Additionally, designing in-house corporate videos and PowerPoint presentations, such as Marketing Awards submissions.

Sep 2021 - Oct 2022

Graphic and Digital Designer - Snappy Shopper, Dundee, DD1 3JA

- Creating artwork for print and online as part of the Content and Marketing teams. This involves gathering and analyzing briefs from various stakeholders such as account managers, team members, directors, and CEOs.
- Designing and editing various promotional materials such as leaflets, large banners, brochures, posters, floor stickers, and store fascia.
- Working with the content team to create digital content, social assets, email banners, and HTML5 banner ads.
- Working responsively by developing artwork for various campaigns and last-minute offers.
- Discussing campaigns with my team members and come up with plans to create the most engaging deliverables that can lead to crucial conversions.
- Liaising with the UX and UI designers to provide feedback and input into ongoing external web projects within the Hungrrr and Snappy platforms.
- Creating animated videos for social media accounts and hyperlocal campaigns that promote individual stores.

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Oct 2019 - Sep 2021

Graphic Designer - Myeloma UK, Edinburgh, EH7 4HG

- Creating and editing artwork within the Marketing Team for info-guides, leaflets, magazines, annual reports, brochures and certificates, and interactive PDF's by portraying clear and concise information for people with myeloma and their families.
- Creating documentation for print and also converting and implementing this online in a digital format.
- Working with stats, data and design assets whilst adhering to strict brand guidelines.
- Solving creative solutions for both print and digital formats and presenting to the wider team.
- Gathering briefs from colleagues and liaising closely on projects creating high standard effective promotional print and online material. Designing the Annual Reports and quarterly magazines; Myeloma Matters and Amyloidosis Matters for both print and an online format. Creating engaging images and videos for their social media platforms.
- Taking mobile video footage and editing to a high standard to be used across social accounts including the You Tube platform. Managing and creating CEO presentations for external funding and national campaigns.

EDUCATION

Higher Diploma in Digital Design with Marketing

Atlantic Technological University, Mayo, Ireland (Sep 2011 - May 2013)

Animation (Visual Media) BA (Hons) Degree Level 8

Ballyfermot College, Dublin, Ireland (Sep 2000 - May 2004)

TRAINING

Meta Basics Agency Training

Online, Edinburgh (Feb 2024- Feb 2024)

Advanced After Effects

Online Udemy Course (Jan 2023-April 2023)

Certificate in Adobe After Effects

Pitman Training, Dublin (Feb 2019 - April 2019)

Certificate in Social Media and Digital Marketing

DCM, Swords (May - July 2016)