

Simran Khosla

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Skills:

- **Adobe Creative Suite**
(InDesign, Illustrator,
Photoshop, After Effects,
Premiere Pro, Lightroom)

- **Print Design & Artwork** |
Catalogue Layouts |
Packaging | Brochures

- **Visual Branding** |
Typography | Colour Theory |
Visual Storytelling

- **Photography** | Product
Styling | Adobe Lightroom
Post-Production

- **Web Design**
(WordPress/Elementor)

- **Shopify & E-commerce**
Visual Management

- **Email Marketing &**
Campaign Assets | Social
Media Graphics

Education:

**Coventry University – Master
Of Arts, Graphic Design | 2021**
| Developed critical
understanding of design theory
and communication methods.
Responded to industry briefs
with practical and research-led
design solutions.

**Coventry University –
Bachelor Of Arts, Digital
Media | 2020** | Key modules:
AR/VR development, Unity
game design, UX/UI, digital
marketing, and animation.

Mid-weight Designer and Creative Artworker with four years' experience delivering high-quality design across print, digital, and marketing environments. With a Master's in Graphic Design and a proven track record across in-house, freelance, and entrepreneurial roles, I bring an adaptive and professional approach to a wide range of visual design challenges.

Alongside in-house and agency roles, I run a freelance practice specialising in bespoke print design, producing intricate stationery suites and large-format event assets with precision and structure. Confident managing projects end-to-end, from client consultation and concept development to artwork setup and print-ready delivery, while balancing creativity with technical accuracy.

Highly proficient in Adobe Creative Cloud, with a deep understanding of print production, editorial layout, and brand-led visual storytelling. Known for an eye for detail, strong organisation, and the ability to consistently deliver high standards in fast-paced, deadline-driven environments.

Creative Designer | Town & Country Fine Foods, London | 03/2024 – Present

- Create print-ready artwork for a variety of marketing materials including brochures, flyers, product catalogues, business cards, magazine ads, and packaging.
- Actively contribute to team discussions for new product launches, shaping visual narratives and creating content that aligns with campaign goals.
- Support the company's rebrand by developing updated templates, marketing stationery, and creative assets that reflect a refreshed brand identity.
- Design sponsorship materials and promotional pieces for industry publications and trade shows.
- Lead in product photography and Adobe Lightroom editing, producing consistent, high-quality imagery for use across digital and print platforms.
- Maintain brand consistency and uphold high production standards in a fast-paced, collaborative environment.

Freelance Graphic Designer, London | 09/2022 – Present

- Design and deliver bespoke, detail-led print and visual systems for private and event clients, including complex invitation suites with multiple inserts, menus, signage, seating plans, and large-format display boards.
- Lead projects end to end, managing client consultations, creative direction, concept development, and final execution to ensure clarity, consistency, and high production standards.
- Create structured layouts with strong typographic hierarchy, colour balance, and visual flow across multi-part design systems.
- Prepare accurate, print-ready artwork files, managing specifications, finishes, and production requirements with zero margin for error.
- Balance creativity with precision while managing multiple projects and deadlines simultaneously.

Digital Marketing & E-Commerce Executive | Smash Sports LTD, Sunbury-on-Thames | 08/2022 – 07/2023

- Managed visual content and layout across multiple e-commerce platforms including Shopify, BigCommerce, and Amazon, enhancing UX and sales performance.
- Designed campaign assets such as banners, graphics, and promotional visuals for product launches and sales events.
- Implemented brand-consistent email marketing strategies and created digital newsletters using customer insights and performance data.
- Handled third-party marketplace visuals (e.g. Decathlon) and maintained product presentation consistency across all sales channels.
- Coordinated limited paid ads across Google and social platforms while focusing on strong creative and messaging delivery.

Digital Designer & Marketing Assistant | School of Professional Studies, London | 04/2022 – 06/2022

- Sole designer in a start-up environment, responsible for end-to-end creation of print and digital marketing materials under tight deadlines.
- Designed and managed content for email campaigns, brochures, flyers, animations, social media, and landing pages.
- Developed responsive website pages using WordPress and Elementor, focusing on user flow and visual impact.
- Delivered SEO-optimised blog content to drive organic traffic and improve course visibility online.
- Gained valuable experience in balancing creative freedom with strategic marketing demands before the company's closure due to funding constraints.

Founder & Designer | OhGosh.Gallery LTD, London | 05/2020 – 02/2022

- Built a boutique e-commerce brand offering bespoke homeware, from concept to execution including brand identity, product design, and digital content.
- Designed and managed the entire e-commerce website, integrating Shopify and running successful pop-up retail experiences (including at Boots UK).
- Created original digital illustrations and resin artworks, handled product photography and styling, and designed all packaging and marketing materials.
- Grew a community through strong branding and visual storytelling via Instagram and email marketing.