REBECCA ARAUJO

DIGITAL DESIGNER & ILLUSTRATOR

Expertise

- Adobe Creative suite/Figma
- Traditional illustration
- Email design and build
- Banner creation
- Cross platform design
- Social media asset creation

Contact

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Education

University of Westminister
2011-2014
2:1 Illustration and visual communication BA

Harrow College
2010-2011
Merit in foundation art and design

Profile

I am a illustrator and digital designer based in England. I am currently working within a top London design agency. I have had the privilege to work with some well-known clients, including Google, The Times, The Sun, Talksport, ITV, Endemol, Unicef, Cameron Makintosh, Andrew Lloyd Webber, The Tate and National Gallery.

I am a capable and organised designer, with a wealth of knowledge in digital and graphic design. I work well within a team and also have the initiative and ideas to work well on my own. I have experience in presenting my own ideas to stakeholders and can take charge and project manage them. I am passionate and conscientious about my work and have a strong work ethic and drive.

Employment History

Digital Designer at AKA
08/2021-PRESENT

AKA is an agency that has an impressive client roster serving some of the top stage productions in the west end such as Harry Potter and The Cursed Child to some of the most historical palaces, such as Hampton Court palace and The Tower of London. With offices across the world the agency has been behind impressive campaigns. I work within the digital product team to create all digital advertising material and working with my seniors to deliver all these exciting campaigns to the digital spaces.

- Creating and designing HTML5 banners using coded Jsap.
- Creating and updating emails using MJML and HTML.
- Creating GIFs and other motion based content that features in both banners, emails and digital screens.

Digital Designer at First Draft News
08/2020-08/2021

First Draft News provides courses and helpful content to journalists on how to better fact check their work. It also publishes its own content and research, with offices extending all around the world. I work within the creative team to spread their important messages and highlight the issues of mis- and disinformation through various visual media.

- Creating and designing for all social channels such as Instagram, Twitter and Youtube as well as article imagery for the First Draft website.
- Defining campaign imagery for reports and beyond including work partnered with Google such as The Vaccine Insights Hub and the 'Under the Surface' report.
- Presenting and pitching work to stake holders within the company.
- Creating all motion content, including film, animation and gifs, to further engage audiences.

Digital Designer at Pulse creative agency
06/2018-08/2020

Based in the News UK building, side by side with their clients (The Times, The Sun Switchcraft, Talksport and many other UK news agencies), I worked within the design team and directly with our key clients

- Creating and designing targeted email campaigns and revising and refreshing email templates to target specific customer groups and update subscription journeys.
- Communicating and furthering the digital reach through HTML5 banners, static banners and dynamic banners based off user and client data.
- Taking lead of the digital approach for campaigns such as International Women's Day and working closely with senior team members on award winning campaigns such as Politics Tamed.
- Working weekly within a creative team and closely with clients to create reactive social advertisement across all major social media outlets.
- Presenting various routes and ideas to clients and advising them on all things digital.
- Working within a design team to learn, challenge and create consistency between print and digital campaigns.
- Working closely with print designers, art-workers and upper management to generate successful work and drive subscriptions.

Designer at Gaming Realms
05/2016-06/2018

Gaming realms is a social gaming company (based in Southwark). I worked closely with the game designers, artists and the front end developers to promote the games and advertise third party games across all of the gaming realms websites.

- Working within the design to create hero banners for websites, animation and GIF work for emails and social media content.
- Working with third party clients such as Endemol, ITV and Health lottery to create new website frameworks for them, creating all assets and advertisements for their own games.
- Working with the UX/UI designers to create consistency within the user journeys and to help rebrand various Gaming Realm properties in Sketch.
- Communicating CRM campaigns and events to raise the website profiles and create unique logos and digital content for each campaign.

Hobbies and Interests

I have a strong interest in illustration and use a lot of my own work when working on personal graphic design projects, as well as, some of my professional work. I am passionate about fashion and art. I also enjoy reading, watching foreign films, exploring the country side, new adventures, as well as the simple enjoyments of eating out and being with family and friends. I am keen and willing to learn new skills to further my future development and make me an even more well-rounded and capable designer.