

LATICE EDWARDS

Design Portfolio: www.latticeedwards.com

I have four years of experience as a Website and Graphic Designer, with a focus on digital marketing, branding, content creation, and social media management. I create engaging content and develop campaigns that maintain brand consistency. With strong communication, problem-solving, and analytical skills, I produce visually appealing designs for both digital and print media by using data-driven insights to inform design decisions, optimise user experiences, and ensure that all visual elements align with strategic objectives. I am passionate about pushing creative boundaries and delivering solutions that resonate with various audiences.

Contact

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Relevant Skills

- Email Marketing Campaigns: Mailchimp, Brevo and JangoMail
- HTML, CSS, Javascript
- Copywriting
- Wordpress, Squarespace, Wix
- Adobe Suite: Photoshop, Illustrator, InDesign, Canva, Figma
- Social Media Management, Content Creation, Video/Reels, Curation and Post Scheduling
- UX/UI: Wireframing & Prototyping
- Managing Google Ads, Facebook Business Manager

Education History

The Open University

United Kingdom • 07/2022
Bachelor of Arts: Arts & Humanities
Graduated with 2:1

Code First Girls Intro to Javascript
Code First Girls Web Development
NCFE Level 2 Understanding Coding
NCFE Level 2 Customer Service
NCFE Level 1 Employability Skills

Volunteer Work

Romildamor Foundation

Website Design • Remote • 07/2023



Work Experience

ADOBE | STOCK ARTIST AND CONTENT CREATOR

Remote • March 2024 - August 2024 (Freelance Contract)

- Conceptualised and designed template content for the Adobe Stock and Adobe Express platforms including Flyers, Social Media Posts, Logos and motion graphics.

INGRAM PUBLISHING | MARKETING EXECUTIVE

London • August 2023 - Present

- Developed professional and aesthetically appealing website pages using HTML, CSS, and JavaScript.
- Utilised industry-standard tools such as Figma to create detailed wireframes to plan and create website layouts.
- Used Adobe software to design print materials like flyers and traditional marketing assets to promote the brand.
- Managed Google Ads account to optimise campaigns for maximum visibility and engagement.
- Managed social media accounts such as LinkedIn, Facebook, Instagram and X (Twitter).
- Incorporated SEO principles to enhance search engine visibility and improve organic rankings.
- Utilised Excel spreadsheets for monitoring and analysis, ensuring precise tracking and optimisation of campaigns.
- Designed and managed compelling email campaigns using Mailchimp, JangoMail and Brevo.

THE LONE CROWD | WEBSITE AND GRAPHIC DESIGNER

London • October 2020 - July 2023

www.thelonecrowd.com

- Designed the company website from concept to completion including branding and copywriting.
- Developed and updated multiple, visually engaging websites for diverse clients, focusing on B2B and B2C businesses.
- Applied UI/UX principles and device optimisation to websites.
- Executed impactful social media campaigns, fostering audience engagement and brand visibility on various platforms including Instagram and Facebook.
- Conceptualised and designed social media graphics using Adobe tools and Canva for clients across different industries.