



London
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Christian Wroe

Personal Statement

Graphic designer, currently looking to make a valuable addition to your team. I relish one of a kind opportunities to experience new challenges, spearheading the creative direction of amazing design. I develop start-ups, campaigns, product packaging and create engaging digital spaces to excite audiences. I have been a driving force behind many major brands, public services and institutions, going above and beyond to deliver a high standard of work.

Experience

Minttulip - February 2020 - September 2021

Design consultant working on all client projects as part of the Digital Adoption team. Providing expertise and support whilst carrying out client design requirements. One stop shop for design know-how and visual innovation.

Heat Outdoors - September 2019 - May 2020

Freelance designer aiding in post production and design of the companies various Amazon shopfronts and Enhanced Brand Content banners. Adhoc role updating product warranty and data sheets for customer use.

Professor Puzzle - September 2019 - December 2019

Designed bespoke games and product packaging for major highstreet brands. Overseeing new product ranges and closely liaising with product dev teams to provide vital improvements pre-mass production. Also involved with various digital aspects working with the marketing team to support the companies online and social presence.

Edge of Belgravia - April - September 2018

Re-affirmed the high-end brand identity, modernising all product packaging, presenting to buyers, directing photoshoots, creating social media content as well as website updates and most notably design of the 2018 product launch campaign. This raised just under a million dollars through crowd funding.

References

Available upon request.

Core Skills

- Excellent proficiency in the full Adobe suite.
- Good understanding of motion and video software.
- Comfortable on a diverse range of print and digital media.
- Keen eye and very good ability working with typography.
- Experience conceptualising and managing campaigns.
- Multi-disciplinary, able to meet many varied requirements.
- Tenacious independent worker and excellent communicator.
- Capable with equipment such as a photography studio.

Clients



Academic

BA (Hons) Graphic Design - 2015 - 2019

University of Hertfordshire - 2:1

Study Year Abroad - 2017 - 2018

Central Connecticut State University

Art Foundation Diploma - 2014 - 2015

Havering Sixth Form College

A-Level - 2012 - 2014

Graphic Design, Photography, Communications