London
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Christian Wroe

Portfolio: christianwroe.com

Personal Statement

Digital designer with 10 years of industry experience, transforming bold ideas into impactful design. I thrive on new challenges, pushing creative boundaries and shaping visual experiences that inspire and engage audiences. From building brands and developing start-ups to delivering standout campaigns, products and innovative digital experiences, I bring creativity, strategic thinking and meticulous attention to detail to every project. Having worked with leading global brands, public services and institutions, I consistently strive to elevate creative standards and deliver work that makes a lasting impression.

Experience

Publicis London - Current Position

Digital designer delivering client campaigns, new business pitches and strategic design initiatives, with a primary focus on Essity and Tork. I Played a pivotal role in shaping client design solutions while driving agency wide digital transformation. I Lead the introduction and adoption of Figma, up skilling teams and significantly advancing the agency's workflow, efficiency and collaboration.

Sliide - Nov 2021 - Apr 2024

Digital designer managing all client deliverables and assisting development of products for major mobile network operators. Collaborating closely with the C-suite, Customer success and Product design teams on client Ad-tech solutions. Conceptualising elements of product design whilst leading digital design and branding.

Minttulip - Jan 2020 - Oct 2021

One stop shop for design expertise and visual innovation across all client projects as part of the Digital adoption team. Predominantly handling UX lead tasks for client sites

Professor Puzzle - Sep - Dec 2019

Internship designing bespoke games and product packaging for major high street brands. Also involved with various digital aspects to support the companies online and social presence.

Edge of Belgravia - Apr - Sep 2018

Internship re-affirming the high-end brand identity, modernising all product packaging, directing photoshoots, creating social media content and product launch campaigns.

References

Available upon request.

Core Skills

- **Excellent** proficiency in the Adobe suite, Figma, Office 365 and Google suite.
- **Great** ability with prototyping software and product development.
- **Good** understanding of UX principles and accessibility guidelines.
- **Comfortable** on a diverse range of print and digital products.
- **Tenacious** independent worker and excellent communicator.
- **Capable** with multi-media equipment such as photography and print studios.

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