

Eleanor Tomas

SENIOR DESIGNER

PORTFOLIO

happy-hare.co.uk

CONTACT

0788 5561 472

eleanor@happy-hare.co.uk

TOOLBOX

Software

Adobe Creative Suite, Adobe XD, Figma, HTML / CSS, Asana, Buffer, Trello, Wordpress, Mailchimp, Mailpoet, Google Analytics, Squarespace

Skills

Typography, Branding, Illustration, Print Design, 2D Visualisation, Web Design, UX & UI Design, Icon Creation, Accessibility, Image Libraries, Shoot Planning, Market Research, Art Direction, Content Creation, Brand Management, Email Marketing, Analytics, Project Management

EDUCATION

University of the West of England (UWE)

Bachelors Degree (2015 - 2017)
Graphic Design
First Class

Plymouth Arts University

Foundation Diploma (2014)
Art & Design
Distinction

Notre Dame RC Secondary School

A Levels (2013)
Art & Design, Photography, ICT
A - C

13 GCSEs (2011)

Including English, Maths and Science.
A* - C

PROFILE

I am multidisciplinary designer based in Devon with over 7 years experience helping businesses thrive. Having worked both in-house and an agency environment, my experiences in multiple industries and design disciplines has shaped me into a designer that has a willingness to learn new skills and thrive. From web projects to social media campaigns, from 100 page publications to bespoke illustration for web.

EXPERIENCE

Senior Freelance Designer, Happy Hare Design

May 2023 - Present

- Working closely on retainer with marketing agency Navigate in Bristol, creating bespoke social media and email campaigns for clients such as Plymouth Gin, The Roman Baths and Minack Theatre.
- Working on various website projects and builds. This includes online vet behaviour consultancy Behavet (complete redesign in Figma) and build in Kajabi web builder. Designing and building Eek! Film Club in Wordpress with Ecommerce functionality. Both projects also involved content writing and custom illustration and icons.

Designer, BAM Bamboo Clothing

June 2022 - Present

- Art direction, visualisation and shoot planning for each of BAM's new seasonal collections in collaboration with the art director, product team and creative team, including hands-on experience during shoot time.
- Collaborating closely with web team to ensure optimal user experience and interface design, working closely with focus on improving the homepage and sustainability pages of the website.
- Tracking, processing and distributing new seasonal imagery (2,000 files) to our web team and external agencies for each launch.
- Working closely with external digital agencies to ensure they are briefed correctly on deliverables and ensure quality control over creative output.
- Strong copywriting skills and proof-reading for catalogues and email marketing for the brand's unique tone of voice.
- Creation of roll-out assets for seasonal launches and other communication across digital ads, social media, email and web.

Lead Designer, Philema Hospitality Management

March 2020 - June 2022

- Held responsibility as the lead designer of the organisation for all design projects going in and out of the department.
- Created and delivered design assets for the hospitality group's companies - Fistril Beach Hotel (4*), Boringdon Hall Hotel & Spa (5*), Àclèaf (Now Michelin Star Restaurant within Boringdon Hall), The Esplanade Hotel (4*) and skincare brand GAIA Skincare.
- Working with the Marketing Manager, I routinely updated and evolved the group's individual brand guidelines, prepared artwork to industry standards, designed all digital and print work, liaising with outside agencies and printers, and creating social media assets and ads across multiple channels.

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INTERESTS

In my free time I like to keep busy. I run a pop-up film club called Eek! where we show a different film that'll make you eek once a month in a local brewery. I'm also big into hiking, bit of foodie (regularly host sushi parties at mine!), board games, and do a bit of sign painting too.

REFERENCES

References available upon request.

EXPERIENCE CONTINUED

Founder & Creative Lead, Eek! Film Club

March 2023 – Present

- Developed a visual identity and roll-out plan, creating the website, loyalty cards and posters featuring local artists.
- Designed and developed the website using Adobe XD and WordPress, incorporating user-friendly features.
- Utilised email marketing strategies to design effective campaigns, leveraging advanced triggers and automation.
- Manage relationships with various stakeholders, including the venue owners, equipment hire service, cinema licensing organisation, and the commissioned artists who create each event posters.
- Manage all social media activities, developing and executing a comprehensive social media plan, using Buffer to create assets, schedule posts and write engaging copy.
- Organise successful monthly events, collaborating with local artists to commission event posters helping grow the local creative scene.

Founder & Creative Lead, Happy Hare Design

Feb 2020 – Present

- Collaborate directly with clients to identify design objectives and develop creative briefs– from branding and web projects, to large commercial wall murals.
- Create and present multiple design concepts that align with the brand's core values and unique selling points.
- Work with web developers to design and develop custom websites in harmony with the brand identity and messaging.
- Produce a wide range of deliverables, including logos, website design , social media assets, print design etc.
- Deliver high-quality, visually striking design solutions that exceed client expectations and achieve their business goals.

Freelance Social Media Assistant, Film & Furniture

Jan 2018 – July 2020

- Composed engaging copy that effectively drove targeted traffic from Pinterest to the Film and Furniture website, resulting in improved engagement and conversion rates.
- Created and executed a comprehensive launch video strategy to showcase the new branding and website redesign for Film & Furniture.
- Comfortable operating autonomously with minimal supervision, consistently exceeding expectations and adding to the site's growth.