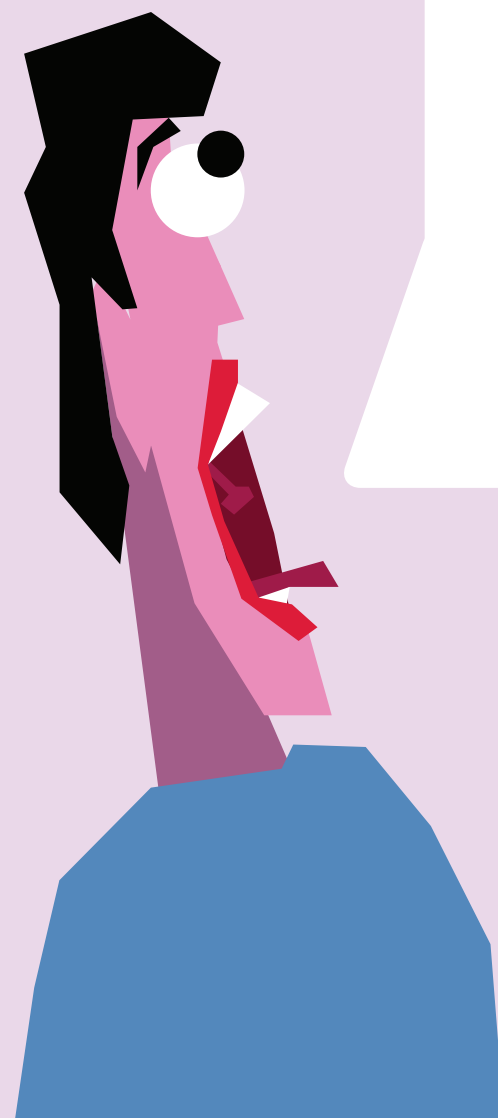


Joshua Ray Freeman
Midweight Designer





Experience

Mid-Weight Designer / Smart Soho / Oct 2023 – Present

- **Conceptualised and executed concepts for brand identity projects**, translating client briefs into cohesive visual identities, including: logo design, typography, and brand guidelines.
- **Directed the design and development of digital and print collateral** across brochures, newspapers, vinyls, and large-scale hoarding, to a brand cohesive and high quality print-ready finish.
- **Managed motion and interactive project pipelines**, overseeing the production of animations and ensuring seamless integration of them across web and video projects.
- **Designed and developed websites** across platforms like WordPress, Breakdance, Avada and Wix, implementing custom HTML, CSS, and JavaScript solutions to enhance user experience.
- **Led the installation and maintenance of critical IT infrastructure**, including Network Attached Storage systems for the film department, to improve workflow efficiency and project organization.
- **Served as a primary client contact**, defining project timelines, setting expectations, and ensuring smooth communication throughout the design process.
- **Self-taught 3D animation in Cinema 4D**, recognizing a gap in the agency’s skillset and leveraging it as a competitive advantage across projects.

Junior Designer / Smart Soho / July 2022 – Oct 2023

- **Designed and developed engaging motion graphics and animations**, complementing brand storytelling across digital and video touchpoints.
- **Executed design and layout** for brochures, floorplans, maps, and custom fonts, ensuring brand cohesion and alignment across client projects.
- **Anticipated and pre-planned solutions to a variety of potential technical problems** to ensure frictionless longevity of projects.
- **Provided technical support and problem-solving for design and animation** challenges, ensuring smooth project execution.
- Supported in the **creation of key marketing collateral**, contributing to the development of high-quality digital and print assets.
- **Worked collaboratively with clients and internal teams**, interpreting briefs and revising designs to align with project ambitions.

Graphic Designer / Procreate London / Feb 2022 – July 2022

- Interpreted client briefs, maintained communication, and ensured creative alignment with revisions as needed.
- Applied UI/UX principles using Figma and Adobe XD.
- Balanced multiple creative briefs effectively.
- Collaborated efficiently with designers, both in-person and remotely.
- Increased audience engagement by 45% on a long-term client’s social media.
- Managed and scheduled social media content via cloud-based CRM platforms.
- Worked across OOH and DOOH campaigns as a multidisciplinary creative.

Graphic Designer & Writer / Erly Stage Studio / Jan - Feb 2022

- Played a key role in global strategy sessions, ensuring team and client alignment pre-campaign.
- Designed and executed SEO, social media marketing, paid ads, and affiliate campaigns.
- Researched and wrote short- and long-form content on diverse topics under tight deadlines.
- Adapted creative approach for formal clients like banks and governments.

Graphic Designer & Digital Content Creator / Hooked Events / July 2021 - Jan 2022

- Designed visual content for Instagram, SoundCloud, and Facebook, ensuring demographic suitability.
- Adapted graphics based on audience feedback and performance monitoring.
- Leveraged social media engagement to promote events and key details.

Education

Creative Advertising (BA) / University of Lincoln / 2017 - 2020

- Explored the relationship between conceptual thinking, copywriting, and design.
- Worked on creative briefs for clients, such as Penguin, Pipers, B&Q and Classic FM, through a range of media, including television storyboards, O.O.H., and gurilla.
- Developed and pitched two 360 campaigns being one of the favourites from the clients.
- Regularly worked to strict deadlines and balanced other academic responsibilities.
- Consistently worked in a small team to develop thoughts into concepts, that resulted in well-rounded creative campaigns.
- Extensively practiced within a studio-setting to build confidence in digital literacy.
- Became familiar with the importance of research and ability to empathise with the target audience/demographic.

ADcelerate After Dark / Brixton Finishing School / 2022 - 2022

- Attend after hours classes focusing on a, how your current skills can be applied in the advertising industry, The different elements that make up advertising campaigns, How to sell yourself and stand out from the crowd, How to hone your networking skills, How to pitch - work with a team on a brief and pitch your ideas to industry bigwigs, and how to bring your brilliant best to interviews and presentations
- Played a lead role within my assigned creative team, organising the team and overseeing the strategic response to the brief, distilling that down into a creative brief to inspire the creatives

Interactive Design / University of Lincoln / 2016 - 2017

Creative Media Production / Stafford College / 2014 - 2016

Various British Computing Society Qualifications / West Notts College / 2021 - 2021

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