



PROFICIENT IN

Adobe CC: Illustrator, Photoshop, InDesign, After Effects, Premier Pro, Lightroom, Adobe Acrobat, Microsoft Office, Procreate, Wacom tablet

SKILLS

fine art, painting (fine art and digital), sketching, copy writing, collaborating, branding, storyboarding, researching, art directing, sourcing, web design, presenting, pitching, coordinating, time management, multi tasking, print processes, managing external relationships, briefing others

AWARDS

2015 - Arts University Bournemouth- 'Who Are You' competition

My artwork was displayed on three billboards around the UK.

2017 - B-HIVE - C2C rail Brief

Awards in the advertising and graphic design categories, winning a total of 7 weeks worth of paid design placements.

2017 - IPEX Print Industry design challenge- 'Print In Action'

Second place finalist for my poster design.

2018 - Secret 7

Chosen as a contributor to the London exhibition of Secret 7 vinyls.

2018 - YCN Commendation

Winner in the Frontier Beer brief

WORK EXPERIENCE

APRIL 2021 - PRESENT - BAFTA - CENTRAL LONDON

Working as the only in-house **Graphic Designer** within the organisation. I am responsible for keeping the integrity of the brand, maintaining or adapting guidelines to fit the current architecture of the company and creating new logo sets. Sets of note include: the BAFTA 75th Anniversary logo, and a three-initiative logo set for our BAFTA Children and Young People competitions 'Young Game Designers', 'Young Presenters' and 'Young Creators'.

Despite being situated in the Communications team, I work across all departments within BAFTA, collaborating with Memberships, Learning, Inclusion and Talent, Awards, Events, Children and Young People and BAFTA's enterprises such as 195 Piccadilly headquarters. I am the only in-house creative touch point for print and digital assets, creating any print for events, including table plans, invites, menus, handouts, photo boards and more. These events include but are not limited to: A life in Pictures, Screenwriters Lecture Series, David Lean Lecture and BAFTA Guru Live.

I am responsible for the design of the **awards season** each year across Film, TV, TV Craft, Games and Children and Young People. I pitch creative concept decks to executives, design key arts per award and roll them out on all collateral and creative touch points. This includes but is not limited to, ticket and invite packaging, passes, social media, and venue designs. External designers also adapt my key art designs for specialist outcomes, such as staging design, paper art table settings and photo booth backdrops. I have proven experience designing for large scales, namely for BAFTA's headquarters but also at award events, with successful window vinyl displays, step and repeats, signage and donor walls.

Furthermore, I design the covers and interior of the **awards brochures**. In many cases I work closely with printers that I successfully maintain good working relationships with, in order to decide printing methods, premium papers and special ink or foil treatments. I had a significant hand in evolving the brochures into the programmes we now have. I evolved the classic BAFTA brochure design, using trending design research, for a contemporary outcome. This is a greater part of my role, and requires time management, communication and obtaining approvals across departments. I have a fine eye for detail at every stage of print production, deliver brand consistency and manage deadlines between myself and contributors.

In **awards season for 2023**, I have pushed BAFTA's creative further, as one of the first corporate clients to work with new creative coding software, HP Spark, to create over 2000 variable print covers.

JANUARY 2020 - APRIL 2021 - ASTON STUDENTS' UNION - BIRMINGHAM

Creative Design and Brand Coordinator - I was promoted within my role to take on more responsibility, including significant duties previously held by my line manager. I was responsible for all of the design, art working, digital and print ready material. This includes creating marketing assets and promotional material for all union departments and their events, campaigns, student activities and union provided services. I acted as a specialist in brand design, launching three new services within the previous year and proving that I can maintain the brand integrity for these. I was also responsible for sourcing and coordinating print, signage, wall art and merchandise within the union building and for any event or campaign.

JANUARY 2019 - MARCH 2020 - ASTON STUDENTS' UNION - BIRMINGHAM

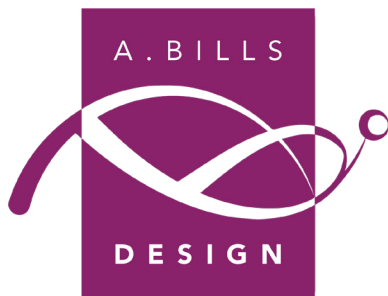
I started on a 20 hour week contract until May 2019, developing into full time, due to increased demands, fulfilling the role of being the only **Graphic Designer** within the marketing team.

SEPTEMBER 2016 - FEBRUARY 2019 - IMAGINATE CREATIVE LTD - LEAMINGTON SPA

Working a part time contract as **Junior Designer** in a full service agency, alongside the creative director & founder and senior designers. I had roles in creating conceptual designs, scamping, producing social marketing assets, branding logos, illustrating, populating and testing websites, painting digital art for brands, assisting with photography shoots and designing and fitting exhibition design.

FEBRUARY 2018 - MCCANN - BIRMINGHAM

A one week paid work placement in the research department, finding and presenting advertising trends to pitch to brands before the creative stages.



INTERESTS

- *Illustration and fine art*
- *Film, TV and games*
- *Eighties design*
- *Swimming*
- *Life drawing*

CONTACT

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Phone: 07940226597

ONLINE

Portfolio: abillscreative.space
Instagram: @abigail_bills

AUGUST 2017 - **ORB** - BIRMINGHAM

A two week paid work placement editing logo concepts for brands, pitching ideas for their company website re-design and sitting in on brand strategy meetings with clients.

JUNE 2017 - **ONE BLACK BEAR** - BIRMINGHAM

A two week paid work placement including designing a brand re-launch website, creating web mock-ups for radio competition sites and developing logo concepts.

OTHER EXPERIENCE

Before gaining my part time contract at Imagine Creative ltd, I completed a two week unpaid placement at their studio. I designed marketing assets for sports brands, amended designs, proof read pitches or publications and learnt how to use a Wacom. This subsequently led to me working for them whilst supporting myself through university. I first became interested in graphic design due to my experience at Top Banana in Broome, whilst at school.

EDUCATION

2008 - 2013
Thorns Community
College in Dudley

4 - A* / 6 - A / 1- B
Inc. Maths, English &
Art to grade A<

2013 - 2015
King Edwards College
Stourbridge

3 - A* A levels
in Psychology, Graphic
Design, Art and Design

2015 - 2018
Birmingham City
University

First Class Honours in BA
(Hons) Visual Communication
(Graphic Design)

