

ROSIE SPRING

EDUCATION

2022-2025

(BA) Hons Graphic Communications

Bath Spa University

ACHIEVEMENTS

2026

Bath City Kit Designer

Designing both the home and away football kits for Bath City FC as well as additional supporting merchandise.

2025

The Dyson Creative Brief

Bath Spa University

Runner-up

Awarded second place in a competitive live brief challenge sponsored by Dyson, for an innovative design solution presented to industry professionals.

SKILLS

GRAPHIC DESIGN

- Branding and visual identity
- Typography and layout design
- Print design and production artwork
- Packaging and retail design
- Product photography and image editing
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma (layout design & digital mockups)
- Print-ready artwork preparation
- Brand guideline implementation across multiple brands

DIGITAL & MARKETING

- Amazon A+ content and Brand Store design
- E-commerce imagery and product listing management
- B2B website management (WordPress)
- Email marketing design (Mailchimp)
- Social media content creation

PRODUCTION & COMMUNICATION

- International supplier liaison (China-based manufacturers)
- Artwork proofing and production approval
- Coordination with printers and external suppliers

GRAPHIC DESIGNER

Newbury, Berkshire

Portfolio: www.rosiespring.co.uk

Email: rosiespringgraphics29@gmail.com

Phone: 07387378915

PROFILE

Graphic Designer with experience across branding, e-commerce, print and digital design. Passionate about creating bold, engaging visual communication that balances creativity with clarity. Experienced in producing content across multiple established brands, ensuring consistent and accurate brand representation across print, web, social media and Amazon platforms while maintaining strong visual consistency throughout.

EXPERIENCE

Graphic Designer

Saxon Brands July 2025-Present

- Sole graphic designer and marketing lead within the company, responsible for all visual output and marketing activity.
- Liaise daily with multiple suppliers across China to manage artwork requirements, packaging details and production updates.
- Design and produce artwork for 22 brands including AA, Sakura, Little Trees, Metro and Stoplock.
- Maintain and update Amazon listings, including product imagery, descriptions and Brand Store content.
- Manage and update the company's B2B WordPress website to ensure all product information and visuals are accurate and current.
- Create and distribute bi-monthly email mailers via Mailchimp to over 700 B2B customers (5 campaigns completed to date).
- Design and send regular digital flyers and marketing content via Mailchimp.
- Prepare and send print-ready artwork to suppliers and external printers.
- Check and approve artwork proofs and shipment samples prior to production.
- Produce and edit product photography for use across Amazon, website and marketing materials.
- Ensure all creative work is consistent with strict brand guidelines across multiple brands.
- Currently working independently on a 250-page catalogue showcasing 22 brands, ensuring consistent application of brand imagery and guidelines throughout.