

**Sonia Meikle** / 07946 455 449 /



## Who am I?

A Graphic designer with a skill for thinking outside of the box and who thrives on making **positive** and strong connections with team members and clients, through design.

I love to:

- Design for print and online - events, magazines, printed reports, adverts, posters, social media, animated adverts and Turtl documents
- Distil and design data to be eye-catching and informative in the simplest way possible
- Use the strengths of the Creative Suite to produce design ideas that challenge, but not break, the brand guidelines.

**Busting the client expectation is something I really enjoy.**

## Current employment

### 2010 - Capita plc

Graphic designer for the in-house marketing team. I've now internally moved from the asset services area to work for the public and growth business and find designing for the Defence and Health industry a great challenge and ultimately fulfilling when the collaborative solutions are positive and work well. Certain challenges have included making different time zones work positively. For example, I received a report brief one morning, created the concepts, worked up the design and sent it back that evening, for the Australian team to then gain a day to work further and meet their deadline.

## Current freelance First Homes Scheme Ireland

Revamping the design for all their current collateral for 2024.

## Previous employment 2001 - 2010

### Landor Publishing Ltd

Working on a variety of design briefs such as magazine and editorial design, event collateral and branding.

2000

### Graphotism magazine work experience

Designing features

1999

### Blues&Soul magazine work experience

Designing features and front covers

## Skills

### Advanced

- Layout
- Typography
- Idea generation from strong concepts
- Brand guidelines
- Brand development
- Multiple channel design projects
- Multi tasking across a variety of projects
- Illustration
- Pre-press methods
- Solid team player

### Using

- Adobe Id, Ps, Ai, Xd, Dn, Ae.

### Learning

- Figma

## Education

### Surrey Institute of Art & Design

BA (Hons)  
Graphic Design. 2:1.

### Newham College FE

BTEC ND  
Graphic Design.  
Merit/Distinction.

### Seven Kings Sixth Form

A-Levels  
English, Maths, Design.  
B, C, C.

### Seven Kings High School

GCSEs  
4 x A, 5 x B.

I love working with Sonia. She understands the brief, turns things round quickly and had produced some fabulous work for us...

**Laura Harnett, Founder, Seep Living Ltd**

