

Hello I'm

Jasmin
Issaka

A dedicated graphic designer with up to 7 years of experience specializing in brand design and development; digital and print design, illustration and currently expanding skills into marketing to strategically optimise design outcomes. My journey in the design world has been marked by my passion for creating compelling visual narratives that resonate with target audiences and drive brand engagement.

Having collaborated with diverse clientele finance technology start-ups, eco-friendly luxury homeware brands, local creative collectives, and arts and culture organisations, I pride myself on my ability to interpret and translate business goals into design solutions that echo the brand's ethos. My designs aren't just visually appealing; they are strategic assets that amplify brand presence and foster consumer loyalty.

View my PDF Portfolio

<https://shorturl.at/covl2>

Contact me

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Soft Skills

Time Management
Creative Problem Solving
Active Communication
Critical & Strategic Thinking
Teamwork & Collaboration
Accuracy & Attention to Detail
Adaptable & Flexible

Technical Skills

Graphic Design
Digital Design
Marketing Design
Print Collateral Design
Brand Design & Development
Website Content Management
Social Media Marketing Design

Software Skills

Illustration & Infographic Design
Video Editing
Point of Sale Design
User Interface Design
Asset Library Management
Photo Editing & Retouching
Motion Graphics & Animation
Adobe Creative Suite:
Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Adobe Animate
Adobe Acrobat
Adobe XD
Figma

Work History

The Fine Bedding Company

Jun 2023 - Present

Freelance Designer & Artworker

Key Job skills

Marketing Assets Design
Digital Artwork Design
POS & Packaging Design
Asset Library Management

As a graphic designer & artworker at a Bcorp eco-luxury bedding company, I combine precision with innovation to design stunning visuals according to brand guidelines. My keen eye for detail and passion for design ensure top-tier outputs, elevating the brand's aesthetic. Working closely with the creative design manager, marketing manager and e-commerce team I contributed elegant solutions for D2B, B2B and B2C audience's across print, packaging, digital, animation, web, social media and marketing content design and strategy.

- 3-4% growth in sales from Black Friday campaign, compared to previous year
- Bold packaging design selected for Next's (UK retailer) 'Active Cooling' bedding range
- Designed and delivered product training brochure's for the John Lewis Team.
- Email campaign open rate increased by 0.5-1% during the Black Friday campaign.

Peninsula - HR, Law & H&S Services

Jan 2022 - May 2023

1 Year + 5 Months

Senior Graphic Designer

Key Job skills

Brand Management
Email & Marketing Design
Digital & Print Design
Managing Junior staff
UI Design

At Peninsula HR & Law Business Services, I pioneered design improvements for the Tribunal Navigator, achieving a company-wide international roll-out and gaining positive feedback. Collaborating with multiple departments, I crafted on-brand presentations, event graphics, branded merchandise, sales brochures, banners, and email invitations, enhancing our visual brand identity. Additionally, I mentored the junior designer, guiding their development, managing their projects, and offering feedback. With a commitment to excellence, I consistently contribute to the marketing and team's success, carrying quality at every touch-point with our products and services.

- Peninsula won the [2022 HR Personnel Today Award](#) in the Technology category, due to the marketing teams innovative work on the BrAinbot and AskHR App.
- Mentored junior designers, leading to positive growth in skills and career development.

V9 Business - Finance Technology

Jun 2019 - Dec 2021

2 Years + 6 Month

Graphic Designer

Key Job skills

Brand Management
Client Management
Marketing Communication
Managing Marketing Assets
UI Design

A leading white-label payments and finance tech company, where I supported the rejuvenation in sales through collaborating closely with the CEO and teams across sales, customer service and admin. Together we honed the company's business goals, audience alignment, and tonal clarity. This culminated in a refined, streamlined and more potent visual and marketing communication, resonating powerfully with their target market. Leading to more positive audience brand engagement and increase in customer acquisition.

- Reduced sales team client-on-boarding time by digitising all client contracts using Adobe Indesign & Adobe Acrobat interactive tools.
- Customer survey reported 40% increase in customer satisfaction across marketing collateral support and engagement.
- Successfully managed 300+ clients through streamlining marketing assets & collateral.

Institute of Swimming - Swim England

April 2018 - May 2019

1 Year + 5 Months

Junior Graphic Designer

Key Job skills

Print, Typography & Layout
Education/E-Learning Design
Vector Graphic Illustrations
Video & Motion Graphics
Presentation Designs

At the Institute of Swimming, I served as a junior graphic designer, playing a pivotal role in the learning solutions team. My responsibilities spanned creating promotional materials, assisting in brand consistency, and collaborating with senior designers. My experience equipped me with invaluable skills, blending theoretical knowledge with practical application in a dynamic and fast paced professional setting.

- Learned and implemented time saving design practices, making the team 2 weeks ahead of new brand roll-out.
- 2018 Coaching Award Finalist, due to transformed blending learning courses.
- By 2019, around 70% of Swim coaches qualify through IoS due to the accessible, easy to use and flexible online learning courses.

Freelance Creative Designer

Feb 2017 - Present

7 Years

Graphic Designer + Illustrator

Key Job skills

Project Management
Business Administration
Proactive Collaboration
Promotion & Marketing
Entrepreneurial

Dedicated to crafting creative strategies, solutions, and deliverables through active communication and listening. I'm proficient in building positive client, and stakeholder relationships, managing a diverse portfolio of projects - within tight deadlines. Leveraging advanced technical expertise in the Adobe Creative Suite; creating digital designs, animations, videos, website assets, illustrations, event and exhibition materials. Notable clients include Universal Music, Nottingham Castle, Nottingham Trent University, the University of Nottingham, IQ student Accommodation, Leftlion Magazine, Universal Music Recording, Factory International and Manchester International Festival.

- MIF 'Manifestor for Change' was nominated for the 2021 Manchester Culture Award
- Sheafriq online social media following grew up to 50% within 3 months, and event collaborations and funding opportunities increased by 30% after new branding launch.

Education

Google Digital Marketing & E-commerce Certificate

Coursera - November 2023

Verification link: <https://coursera.org/verify/professional-cert/BNY9HVCN7PRV>

Graphic Design Ba (Hons)

Nottingham Trent University - 2016
2:1 Honours

Art & Design Level 3 Btech National Diploma

Milton Keynes College - 2012
Distinction + / Distinction + / Distinction +