



# Hello! I'm Rebecca.

**Portfolio:** <https://www.itsbeccadesign.com> ↗

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## Professional Summary

Graphic Designer & Illustrator  
**Branding | Product | Packaging**  
Sheffield, UK

Multi-disciplinary Graphic Designer and Illustrator with 5+ years of experience spanning branding, product design, packaging, and licensed merchandise. Creates bold, visually distinctive brand identities through storytelling, research, and strategic design thinking with an illustrative twist. Rebecca brings strong commercial awareness from designing for global brands, with extensive experience delivering end-to-end product development and high-impact creative across print and digital platforms.

## Experience

### Lead Graphic Designer

Marketing Team, **Airship** & **Toggle** ↗

Dec 2024 - Present

- Lead designer delivering on brand creative assets across multi-channel marketing campaigns, events, social media and sales materials.
- Developing and maintaining brand consistency across all visual outputs.
- managing multiple projects in a fast paced, high output environment.
- producing digital and print ready assets aligned with business objectives and brand guidelines.

### Graphic Designer

Design Team, **GBeye** & **Abyss Corp** ↗

Dec 2021 - Nov 2024

- Designed licensed merchandise for global brands including Pokémon, Nintendo, Warner Brothers, & Hasbro.
- Delivering end to end product design from research and concept development to sampling and final production.
- Created designs in line with licensor brand guidelines and specific target audiences.
- Worked across a wide product range including hard goods (**glassware, mugs, Keyrings, ceramics**) and soft goods (**t-shirts, hats, cushions**).
- Collaborated with production teams to ensure designs were manufacturing ready and commercially viable.

### Graphic Designer

Reaction 9 Ltd.

Jan 2020 - Aug 2020

- Rebranded white label consumer cleaning products into shelf ready retail packaging.
- Balanced creative design with strict regulatory and health & safety requirements.
- Accurately implemented warning symbols, compliance text, and usage instructions.
- Strengthened packaging clarity while maintaining visual impact and brand appeal.

### Freelance Designer

Freelance, Self Employed

Dec 2018 - present

- Freelance artworker for This Is Nessie, creating print ready assets in Adobe InDesign using pre-supplied brand assets, ensuring accuracy, consistency, and production readiness.
- Developed branding and packaging design for a pet chew company based in Dubai, delivering Logo, branding and consumer ready packaging.
- Founder & Designer (**In Progress**): Designed and sold original apparel, initially producing hand tie-dyed and screen-printed garments, later transitioning to a print on demand business model; currently designing and building a Squarespace e-commerce website to sell products directly to consumers.

## Core Skills

Brand Identity

Product & Packaging

Licensed Merchandise

Layout Design

Concept Development

Visual Identity

Trend & Market Research

Illustration

Storytelling & world building

Consumer

Apparel Design

Photography

## Software & Tools

Ps

Ai

Id

Ae

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe After Effects

Adobe Premiere Pro

Procreate