

Hello!

I am a Graphic Designer and Illustrator based in London, currently working as lead Graphic Designer for Peckwater Brands, a virtual food brand start-up.

I have 4+ years of design experience, which has included roles such as packaging design, artworking, print and digital asset design, brand identity creation, website design, social media managing, and marketing. I have completed a broad variety of work and have been working in graphic design since 2019, when I graduated from UAL London College of Communication with a 1:1 Degree in Graphic & Media Design (BA Hons).

As the graphic designer for Peckwater Brands, I have a wide variety of responsibilities, including creating brand identities, marketing and sales materials, and packaging design. Being the lead graphic designer for a fast-paced start-up for the past year has taught me to work under extreme time pressure to a high standard, with minimal supervision, and for multiple stakeholders.

I am a very hard worker, have keen attention to detail, and I am skilled in using the Adobe Creative Suite, Google Workspace and Microsoft Office software, and have experience using Figma, Wix, Squarespace.

I am passionate about using graphic design to help others and change the world for the better. I am an experienced designer looking for a new exciting role, where I can focus on my passion for solving problems in the mental & physical health and sustainability fields within my practice.

Thank you for your time and consideration.

Coralie Zimmerman (She/Her)

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Experience

Lead Graphic Designer at Peckwater Brands, Jan '22 – Present

Contact: Nell Carter, Brand Manager, nellkcarter3@gmail.com

Responsibilities:

- Designing and building virtual food brand identities at a fast pace (10x new concepts per quarter)
- Typography layout
- Creating illustrations
- Designing takeaway food packaging
- Delivering assets for UK & International team
- Photoshopping menu images
- Creating marketing assets
- Designing sales decks and presentations

Designer at Future Tonic, Nov '21 – Jan '22

Contact: Maeve Keane, Co-founder, maeve@futuretonic.co.uk

Responsibilities:

- Presentation design
- Social media strategy and content creation
- Website design
- Brand identity design
- Design research
- UX/UI Design

Marketing Graphic Designer at Rogue Projects, Nov '20 – Jan '22

Contact: Richard Moss, Director, rm@rogueprojects.net

Responsibilities:

- Pitch presentation design
- Packaging design
- Photo editing
- Photoshoot planning
- Creating animations
- Digital marketing
- Social media managing and content creation
- Creative project planning for clients

Social Media Manager & Graphic Designer at Barry the Cactus, June '19 – April '20

Responsibilities:

- Social media managing and content creation
- Leading product photoshoots
- Digital marketing
- Running advertising campaigns
- Brand identity design

Qualifications

2016 – 2019 - First Class Honours (UAL)

London College of Communication, University of the Arts London
BA (Hons) Graphic and Media Design

2015 – 2016 - Foundation Diploma in Art & Design: Pass

University for the Creative Arts (UCA Epsom)

2015 - Bilingual International Baccalaureate (IB) Diploma

(English & French) - 40 out of 45 total points

Subjects: Visual Arts, English Language & Literature, Psychology, Maths Studies, Biology, French (Language A)

Software

Illustrator:	9/10
Photoshop:	9/10
InDesign:	9/10
Google Workspace:	9/10
Microsoft Office Software:	8/10
Wix:	7/10
Squarespace:	7/10
AfterEffects:	6/10
Figma:	5/10

Skills

Brand Identity Design

Illustration

Print/Editorial Design

Social Media Design

Packaging Design

Typography Layout

Photo Editing

Digital Marketing

UX/UI Design

Video Editing & Animation

More about me

I grew up internationally, and can speak English & French fluently. I enjoy doing yoga, reading, travelling, and spending time with family and friends. I am passionate about climate activism and sustainability, and using graphic design to help others.

Contact

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