

# Meg White

## Visual Communicator

**Hiya! Nice to meet you,** I am a designer from Dorset, UK, and I am currently based in Newcastle. I am deeply passionate about branding and art direction. I really enjoy bringing a product to life, and giving a brand personality and a unique voice. My most valuable asset is being able to turn an idea into a vision, and delivering an outcome that effectively and beautifully communicates that vision. I am a big team player, and enjoy being in multiple roles and constantly learning new skills. It is important to me that I am as adaptable as possible, and I always strive to experience as much as I can in any role I fulfill.

**For even more information and to see my portfolio, please visit my website.**  
References available upon request.



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## Experience

### **SoPost** (October 2023 - Present)

Junior Marketing Designer - Three Month Placement  
Reporting to Head of Marketing, I assisted with implementation of a company brand refactor project across multiple outputs. I designed sample packaging for RFP [for international beauty and retail brands] and prospective clients. I studied and followed brand guidelines, whilst being able to complete projects with creativity and passion.

### **Meg White Design** (March 2021 - Present)

Freelance graphic design & marketing work, including;  
Vocal Star Karaoke - social media marketing, brand management  
Dorset Aesthetics - copywriting and editing, stationary design  
The Corner Room - website design, brand design  
Village East - restaurant menu design, continued updates

### **The Potting Shed**

Work experience placement

Design, advertising and digital agency in Guernsey. One week work experience placement, undertaking two briefs set by art directors, including re-branding and packaging design.

## Education & Accolades

### **BA (hons) Visual Communication**

Arts University Bournemouth

### **D&AD New Blood Yellow Pencil**

'Glow', brief set by Penguin Books 'in search of merch'.

### **BA (hons) Media & Communication** (120 credits)

Bournemouth University

### **A Levels & GCSES** (A\*-C grade)

Photography, Philosophy & Theatre Studies A Level,  
Graphic Design, Computer Science GCSE &  
11 more certificates.

## Technical Skills & Expertise

### **Adobe Creative Suite**

Photoshop, Illustrator, InDesign, After Effects, Premier Pro, Lightroom, Dimension, XD.

### **Other Software & Programming Languages**

HTML, CSS, Python, Figma, Procreate, Microsoft suite.

### **Other Creative Skills**

Pagination & book binding, art/creative direction, copywriting, presentation, and marketing strategy.