

CARYS BOWEN

GRAPHIC DESIGNER

I am a product designer-turned-graphic designer with 4+ years of experience, drawing on my product design training to ensure designs are both aesthetic and user-centred. My time in-house has solidified key technical design skills, including typography, layout, art direction, brand consistency, and visual elevation. I am highly proficient in Adobe Suite and excel at designing comprehensive brand collateral across print, digital, social media, and events.

EXPERIENCE

Graphic Designer

Virtue Vets • 01/26 - 07/26

- Designed and delivered 20+ creative projects weekly across branding, digital, print, social media and email marketing, managing multiple priorities within a fast-paced start-up.
- Lead the redesign of the Virtue Vets website, developing the site map, page hierarchy and designed landing page mock-ups to visualise user journeys and support the build.
- Implemented new brief tracking system for marketing requests to significantly reduce road blocks and syphon information into one place using Monday.com.

Creative Designer & Marketing Co-Manager

Amron Architectural • 10/23 - 10/25

- Led the creative development and delivery of branding, campaign, digital and print projects, producing marketing collateral, publications, packaging and social content for a commercial architectural practice.
- Collaborated with photographers, videographers and senior stakeholders to develop creative concepts and art direct visual content, including the launch of the Amron Lookbook and the company's first video case study.
- Developed brand-led digital campaigns that increased organic social engagement by 137% and grew social audiences by 57% through consistent branding and strategy.

Graphic Designer

Countrystyle Recycling • 10/22 - 10/23

- Produced presentations, bid documents, marketing materials and corporate literature across digital and print, supporting successful commercial and local authority tenders.
- Acted as brand guardian across two businesses, ensuring visual consistency through the design of campaigns, communications and branded assets.
- Collaborated with cross-functional teams to redesign presentation templates, newsletters and internal communications, improving usability and strengthening brand identity.

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Wellbeing People • 02/20 - 09/20

- Designed engaging print and digital assets for B2B communications, creating cohesive campaigns across workbooks, social media, video and marketing materials.
- Collaborated closely with stakeholders to develop and deliver a six-week wellbeing programme, producing publications, photography and supporting creative assets.
- Helped transition services online by editing webinars, managing YouTube content and producing new digital resources during the COVID-19 pandemic.

Junior Brand Consultant

Integrity Brand Services • 06/19 - 12/19

- Supported senior designers on large-scale branding and environmental graphics projects for high-profile clients including Waitrose & Partners, contributing to creative development from concept through to delivery.
- Produced layouts, mock-ups, and artwork for branding and regeneration projects, including Ayia Napa Marina regeneration and ŠKODA EV initiative, helping visualise creative proposals for clients.
- Prepared and proofed detailed signage and brand implementation packs, ensuring accuracy, consistency and high production standards across nationwide roll-outs.

QUALIFICATIONS

MA Graphic Design and Visualisation

Loughborough University

BA Industrial Design and Technology

Brunel University

HARD SKILLS

Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Adobe Premier Pro • Adobe Express • Figma • Microsoft Powerpoint • Design for Print • Digital Design • Social Media Design • Branding • Packaging Design • Video Editing • Illustration • Photography

SOFT SKILLS

Stakeholder Management • Project Management • Brief Assembly • Organisation • Brand Guardianship • Art Direction • Concept Ideation

INTERESTS

Reading Fiction • History • Fine Art • Walking • Travelling • Illustration & Print • Cooking

VOLUNTEERING

Girl Guide Leader

St Luke's Guides

Social Media Rep

Loughborough University

Publications Manager

Brunel University

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