

PARIS

DALEY

SUMMARY

Accomplished Senior Designer with over 9 years of experience in graphic design and art direction, working with organisations of every shape and size. Proficient in the Adobe Creative Suite – including InDesign, Illustrator, Photoshop, and After Effects – with expertise spanning advertising, branding, print, digital, social media, animation, and editorial design.

EXPERIENCE

SENIOR CREATIVE

Creative & Commercial

October 2018 – October 2024

Led creative projects from concept to completion, including branding, print, digital, OOH and social media campaigns. Managed multiple projects simultaneously, ensuring timely delivery and adherence to brand guidelines. Mentored junior designers and freelancers, providing guidance and constructive feedback. Created impactful marketing assets for digital platforms, including social media and websites, and developed engaging animations. Worked with several not-for-profits, producing assets for successful fundraising events, one of which raised over £3million for the charity.

CREATIVE ARTWORKER

Tapestry

March 2017 – September 2018

Artworking for brands including Activision, Propercorn and Sony. Project managed accounts for River Island and Stella McCartney, creating point-of sale advertisements, e-vites and newsletters. Designed the Sony brand book for 2017. Ensured consistency across all visual materials.

GRAPHIC DESIGN INTERN

Egelnick + Webb

August 2016 – November 2016

GRAPHIC DESIGN INTERN

The Minimart (now Kitchen)

June 2016 – August 2016

REFERENCES AVAILABLE UPON REQUEST



SKILLS

Creative Problem-Solving
Self Motivation
Strong Work Ethic & Reliability
Positive Attitude
Collaborative

Excellent Written & Verbal Communication
Confidence in Presenting
Art Direction & Leadership
Rich Imagination
Attention to Detail

CERTIFICATIONS

ART DIRECTION FOR ADVERTISING CREATIVES
D&AD

October 2023

AFTER EFFECTS KICKSTART

School of Motion

August 2021

EDUCATION

University of the West of England, Bristol
BA(Hons) Graphic Design
First Class Honours

INTERESTS

I love to read, I am learning French (slowly!) and I like to visit exhibitions and keep up to date with current design trends by attending webinars and talks such as Monotype Trends. I have recently returned home from an incredible 5 month trip in South East Asia.