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Marta Celio

About

I am an imaginative and creative multi-disciplinary graphic designer with a passion for branding, editorial design, typography and print. My work is conceptually-led and my approach is methodical. I like to explore themes within the intersection of culture and social issues to bring about social change. As a freelance designer, I work on a range of self-directed and client-led work within art, music, education and the cultural sector. I am always eager to learn more and I enjoy collaborating with like-minded individuals. I believe in the subversive potential of words and images.

Education

BA (Hons) Graphic Design
University of the West Of England
First Class (2017 - 2020)

Diploma in Art And Design
University Of The Arts London
Distinction (2016 - 2017)

Technical Skills

- Proficient in key Adobe software: InDesign, Illustrator, Photoshop, Acrobat, After Effects, Premiere pro.
- Strong Typography and Layout skills.
- Preparing Artwork for print.
- Skilled in Microsoft office and G Suite.
- Skilled in printmaking techniques: screen printing, foiling, letterpress.
- Skilled in Hootsuite, Later and Trello
- Analogue and digital photography.
- Familiar with CSS, HTML.
- Experience in using a CMS (Wordpress) and UI/UX design

Personal Skills

- Problem solving.
- Strong interpersonal skills.
- Meticulous attention to details.
- Good time management and administrative skills.
- Always looking for further personal development opportunities.
- Flexible and adaptable.
- Good at working independently or as part of a team.
- Over 6 years experience working in a customer focused environment.
- Bilingual: English and Italian.

Interests

Together with my curiosity towards all aspects of graphic design and the arts, I enjoy technical and free drawing and photography, both analogue and digital. I have a lifelong passion for independent music; I'm always keen to support local venues and artists. I also have an interest for cinema and literature, in particular critical theory and philosophy.

Work Experience

- October 2020 Present** **In-House Graphic Designer and Editorial Advisor Cognitive Paths**
Working as sole graphic designer on a range of projects simultaneously with the aim of supporting under represented groups. Responsible for presenting design concepts to stakeholders at all levels, creating branding guidelines and applying them to printed and digital promotional material and company assets. Undertook a complete UI/UX redesign of the [website](#) implementing it via Wordpress. Also, supported placement students, tutoring them on the basics of InDesign, Illustrator and Photoshop.
- October 2020 Present** **Head of Design and Project Lead Bristol Black History Month Magazine (Cognitive Paths - BSWN)**
Working on the 2020 and 2021 edition of Bristol BHM Magazine, a publication aimed at representing Bristol's Black Communities. Responsible for creating a new branding identity and clear design guidelines for the 2021 edition, whilst coordinating a small group of designers. I was also responsible for managing social media platforms and creating promotional content, such as adverts, an [interactive media pack](#) and [web design](#) elements, whilst monitoring engagement and developing a marketing strategy.
- January 2021 Present** **Graphic Designer and Front-end Web Design One Bristol Curriculum (Cognitive Paths)**
Working with the team at Cognitive Paths on the development of the One Bristol Curriculum, a programme aimed at diversifying the national curriculum. Implementing a pre-existing visual identity to all resources and materials such as lesson plans, presentations, templates, interactive PDFs, whilst liaising with website developers to improve the appearance and navigation of the website (yet to be launched).
- July 2020 September 2020** **Graphic Designer Encounters Film Festival**
Working remotely, to design the [2020 Catalogue](#) for the first digital edition of the Bristol short film festival, creating a new visual identity for the event and designed a printed publication, sourcing and organising data into the catalogue, using Google sheets to gather information from new submissions. Following a 3 months internship I have carried on regularly working for the Festival on a freelance basis.

Selected Freelance Experience

- November 2021 February 2022** **Graphic Designer Extra Strong**
Working with the agency on a freelance basis, designing promotional materials for a range of clients based in the South West, these included: Bristol Old Vic, Libraries Unlimited, Theatr Clwyd.
- August 2021 February 2022** **Graphic Designer and Editorial Designer and Front-end Web Designer Tales of Care & Repair - led by Repair Acts, UWE (School of Art and Design and Digital Cultures Research Centre/DCRC) in collaboration with Toxics Link, India and Gambiologia, Brazil.**
Responsible for re-designing the [website](#), working with a pre-existing visual identity, creating all promotional material and a publication which displays content gathered through online submissions: a crowd-sourced collection of photographs and stories showcasing repair cultures in the UK, India and Brazil. (The project was commissioned by the British Council, following COP26)
- August 2021 January 2022** **Graphic Designer Home From Home**
Responsible for creating a brand identity, promotional material, and a poster series for an exhibition space in Yate created by Bristol local artist, Jo Lathwood.
- March 2021 April 2021** **Graphic Designer and Front-end Web Designer Liminal Routes**
Working with the creators to develop a visual identity, website and promotional material for [Liminal Routes](#), a project aimed at supporting Bristol's club culture and local DJs.
- February 2021 April 2021** **Project Coordinator and Graphic Designer Re-Work In The Future - Street Corner Reading Room Bristol (UWE)**
Working with the Graphic Design, Fine Arts and Philosophy departments at UWE, I undertook an open submission research project on my proposed topic, the Future of Work. I was responsible for undertaking research and collating information on our [online platform](#) as well as creating all promotional materials and designed assets. I also moderated and organised all events opened to the public and students.

Additional Experience

- October 2021 Present** **Visiting Speaker and Occasional Lecturer The University of The West of England**
- March 2020 May 2020** **Editorial Designer End Of The Year Publication - C.E.O.s - UWE Graphic Design**
Working as part of a team of 8 students selected from a cohort of 80 to produce [the End of Year Publication](#). Creating a visual identity and editorial design for the publication, whilst organising and running workshops, to generate content and engage students and the public on the theme of the climate crisis.
- October 2019 November 2019** **Graphic Designer and Video Editor Bricks And Mortar Exhibition - UWE Graphic Design**
Working as part of a team of 4 student on the production of [Bricks and Mortar](#), an exhibition aimed at highlighting the housing crisis in the UK. Creating a visual identity and implementing it to all promotional materials: flyers, guides and signage. Also responsible for the video production for the exhibition.