

Maddy Ball

maddyball.com | maddyball.design@gmail.com | 07818 467 199

Graphic & Web Designer | maddyball.com

I'm an approachable and driven designer passionate about all things creative (and coffee-related!). My specialty is digital design but my skill-set allows me dive into offline projects like brand identity & strategy. I love to share creative outlooks with others to achieve meaningful solutions, and pride myself on being open-minded & versatile!

Experience

Fhoke Ltd

Designer | May 2022 - Present

- Delivering web design, print, graphics, branding & identity
- Detailed conceptualisation from planning to delivery
- Communicating with clients & driving project progression
- Leading projects & working closely with development team

The Typeface Group Ltd

Designer & Design Lead | Sep 2019 - May 2022

- Delivering website design, build, branding & identity
- Leading design team & outputs from concepts to completion
- Communicating with clients & driving project progression
- Sustainable design practice to achieve B-Corp status

Bearfoot Graphics

Designer | June - Sep 2019

- Working across digital and practical outcomes for clients
- Branding & corporate identity, video and presentations
- Team idea generation, collaboration, and client meetings
- A summer placement as an introduction to studio life

Apple Retail UK Ltd

Technician & Business Expert | Oct 2017 - Nov 2018

- Technical troubleshooting and repairs via the Genius Bar
- Providing business solutions through in-person briefings
- Creating enriching experiences and repairing relationships
- Maintaining the highest level of customer satisfaction

Apple Retail UK Ltd

Specialist & Business Specialist | Sep 2015 - Oct 2017

- Product Specialist providing shop floor customer assistance
- Connecting with customers to provide business solutions
- Creating enriching experiences and repairing relationships
- Maintaining the highest level of customer satisfaction

Education

University of Surrey

BA Graphic Design

Awarded First Class Honours

2018 - 2021

Peter Symonds College

4 A-Levels

English Literature A*, Modern History A,

Film Studies A*, Sociology A*

Achievements

Best Project Award: University of Surrey
World Skills Design Competition (2019)

Skills

Adobe Creative Suite

UX Design and Prototyping

Branding & Identity

Logo creation & Illustration

Design collaboration

Software and applications

Design, UX & UI

Illustrator Wordpress

InDesign Webflow

Photoshop Premiere Pro

XD After Effects

Lightroom Keynote

Admin, Project Management

Mac & iOS Flow

Workspace Clockify

Office monday.com