

PRIYA MISTRY

Graphic Designer

PROFILE

Creative and driven Graphic Designer with 3+ years of experience leading visual campaigns and producing high-impact print and digital assets for clients across various industries. With a BA (Hons) in Graphic Communication and Illustration, I combine strong conceptual thinking with a refined aesthetic. Seeking to leverage my design expertise and passion.

CONTACT

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EDUCATION

- Loughborough University**
September 2018 – June 2022
BA (Hons) Graphic
Communication and Illustration –
Upper Second class honours
- Norwich University of Arts**
Foundation Diploma:
September 2017- June 2018
BA (Hons) Graphic Design – Pass
- Park High Sixth Form**
A Levels:
September 2015- July 2017
Art and Design (B)
Maths (C)
Economics (C)
- Park High Sixth Form**
GCSE's:
September 2010- July 2015
10 GCSE'S B-D (Including Maths
and English)

CREATIVE EXPERIENCE

2024

ELEMIS

Artworker

(September 2024 – Present)

- Led multiple UK-wide creative campaigns across the luxury skincare and spa market.
- Collaborated with retail marketing (including Spas and Salon division) to produce print and digital assets, including Point of Sale (POS) artwork, social media content, and Glorifiers.
- Led and managed the Black Cherry Pro-Collagen Cleansing Balm UK campaign, delegating tasks to creative team members based on strengths.
- Designed print and digital assets for major retailers: Selfridges, Sephora, Space NK, Boots, and ELEMIS flagship store.
- Partnered with ecommerce teams to create digital artwork for Look Fantastic, Next, Cult Beauty, and Amazon.
- Contributed to ELEMIS X AMFI British Grand Prix partnership creative assets.
- Created Photoshop compositions for Gift With Purchase (GWP) assets.
- Edited and compiled video content for QVC paid social campaigns.
- Member of the company's Social Committee; led and delivered all internal creative assets, including event branding for the annual ELEMIS Spring Party—designed invites, seating plans, name/table cards, and dress code moodboards to enhance employee engagement.

2022

Omlet LTD.

Junior Graphic Designer and Artworker
(September 2022 – September 2024)

- Led and executed creative campaigns across print and digital for an e-commerce company in the pet housing industry.
- Designed and artworked assets including brochures, packaging, leaflets, vector illustrations, motion graphics, in multiple languages..
- Collaborated with the marketing team to drive brand consistency and introduce new ideas across platforms.
- Leading the creative development of newsletters, CRM flows, and paid social ads while aligning to brand guidelines and campaign goals.
- Managing the creative direction across campaigns, delegating tasks, orchestrating brainstorming sessions within the team and presenting cohesive concepts to management.
- Spearheaded the development of newsletter emails and CRM flow layouts during a company rebrand, creating UI prototypes in Figma and finalising designs in Klaviyo with A/B testing to optimise engagement.
- Exceeding the lengths of the assigned role by acquiring senior-level responsibilities, managing creative direction, delegating tasks, and presenting concepts to stakeholders.

PROFESSIONAL SKILLS

● Digital Design

Vector/Illustration Design
Email Marketing Design
Social Media
UI/UX Design
Motion Graphics

● Print Design

POS Poster Design
Flyers/ Brochures
Menu Design
Business Cards
Packaging Design

● Editorial Design

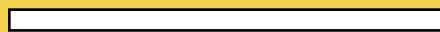
Typographic Style
Layout Design

● Brand Identity

Logo Design
Typography
Color theory
Iconography and Illustration
Presentation Layout

LANGUAGES

ENGLISH



GUJARATI



HOBBIES AND INTERESTS



ADOBE SOFTWARES



ADOBE SOFTWARES



2022

MJMK

Freelance Graphic Designer
(February 2022 – August 2022)

- London-based restaurant group, collaborating with Michelin Star establishments.
- Led design and rollout of branded customer and corporate materials across all brands and digital platforms.
- Contributed to marketing discussions providing insight on creative direction while maintaining a strong communication with key personnel and senior decision makers.
- Advised on creative direction in team discussions while maintaining a strong communication with senior stakeholders.
- Established brand guidelines and created custom assets for consistent use across print, digital, and social media campaigns.

2021

SPA London Association:

Non-profit organisation editorial
(November 2021 – Present)

- Led creative direction for the front cover and lead article of an annual publication reaching 4,000+ global members.
- Influenced style, tone and direction of key content, building trust with senior stakeholders and copywriters.

2020

We are Me:Mo

Graphic Designer (July 2020–July 2021)

- Hospitality-focused marketing and PR agency.
- Developed print and digital creative concepts for top UK and global clients, including London Hilton Park Lane and Bill's Restaurant & Bar.
- Collaborated with design and account leads to various assets—social media content, newsletters, menus, packaging, and pitch decks—using illustration, GIFs, and custom layouts.

2018

Personal Card Business

(2018 – present)

- Crafted a brand identity for my personal custom greeting card business by using both digital and print methods.
- Managing sales through social media and word of mouth.
- Frequently delivering content for social media platforms in order to promote business and increase sales.

PERSONAL SKILLS

Time Management: Working efficiently to manage multiple tasks and meet tight deadlines without compromising quality.

Team Player: Confident communicator and supportive team member; able to listen, contribute, and resolve challenges collaboratively.

Organised: Well organised and adaptable, with proven problem-solving skills in fast-paced environments.

Eye for Detail: Detail-oriented creative with expertise in Adobe Creative Cloud, proficient on both Mac and Windows, delivering polished digital and print designs.

REFERENCES

Available upon request