



Capabilities

- Art direction
- Brand identity
- Content asset creation
- Graphic design
- Illustration
- Logo design
- Pitch decks
- Print collateral
- Print services
- Signage & way-finding
- UI/UX
- Video editing
- WordPress web development

Tools

- Photoshop
- Illustrator
- Indesign
- Adobe Suite
- Adobe XD
- Figma
- Invision/ Trello / Toggl / Slack / Quire
- Microsoft office & Google apps
- Visual studio code
- Git hub

When I'm not working:

- Tending to my plants
- Teaching myself the violin
- DJing Bow Dem music
- Rage quitting on Apex
- Learning Spanish (900+ days on Duo Lingo! Guuuuu)

Gal-dem designer & developer | 2022 - Present

- Upgraded and stabilised outdated PHP environments to enhance performance and security.
- Skilfully executed server migration, resolving corruption issues and ensuring seamless transition.
- Designed and implemented new templates to enhance user experience and maintain consistent visual aesthetics.
- Conducted general maintenance tasks to ensure system integrity, including software updates, security patches, and routine upkeep.

Love circular UI/UX instructor | 2022

- Facilitated engaging and informative weekly workshops, delivering impactful educational content.
- Provided valuable feedback and guidance by reviewing student case studies, promoting critical thinking and problem-solving skills.
- Ensured accurate tracking of student progress by maintaining comprehensive progress logs, enabling effective monitoring and personalised support.

Accelerate Agency Lead designer | 2020 - 2021

- Spearheaded the redesign of the company website, creating an enhanced user experience and modern aesthetic.
- Collaborating closely with external companies, serving as a representative for our company by creating design assets to deliver impactful results.

- Developed and implemented a compelling brand identity to establish a strong market presence.

KWMC Designer | 2019 - Present

- Successfully designed and developed multiple websites, showcasing expertise in creating visually appealing and user-friendly online platforms.
- Demonstrated leadership as a lead designer, overseeing design projects from concept to execution, ensuring high-quality deliverables and team collaboration.
- Acted as a client liaison, effectively communicating and understanding client requirements, providing exceptional customer service and fostering long-term relationships.
- Utilised design skills to create compelling branding materials, including brochures and logos, effectively capturing the essence of clients' brands and conveying their unique identity.

Reaal Studio Designer & developer | 2018 - Present

- Demonstrated expertise in designing and developing multiple impactful websites, employing a user-centric approach and staying abreast of industry best practices.
- Led design efforts as a lead designer, guiding and collaborating with cross-functional teams to deliver exceptional digital experiences.
- Created comprehensive design systems, establishing consistent visual language, components, and guidelines to streamline development processes and maintain brand cohesiveness across projects.

Mica Whitcliffe

I'm looking for remote part-time/ temporary/contract roles as a digital designer/developer.

UI/UX designer
Wordpress developer
Graphic design background

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