

Pearlswin Eliza Paul

Graphic Designer

Guildford, Surrey

+44 7407 319278

Pearlswin9@gmail.com

25 Lynwood, GU2 7NY

PROFESSIONAL PROFILE

Graphic Designer with 6+ years of digital design and content creation experience. Dedicated to creating visually stunning designs that communicate effectively and drive engagement. Skilled in Adobe Creative Suite, Figma, and emerging design tools, with expertise in branding, digital design, layout design, motion graphics, and UI design. Motivated by creating work that reaches and resonates with wide audiences, combining artistic vision with research-driven, strategic thinking to deliver innovative and impactful design solutions.

TECHNICAL SKILLS

Design Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Adobe Express) • Figma • Affinity Suite (Designer, Photo, Publisher) • Canva • Blender • Cavalry • OpenSCAD • Procreate • Krita

Core Competencies

Graphic Design • Branding • Brand Guidelines • Digital Design • Layout Design • Typography • Editorial Design • Motion Graphics • Animation • 3D Modelling • UI Design • Web Design • Marketing Collateral • Print Design • Social Media Graphics • Photo Retouching • Google Analytics • GA4 • Instagram Analytics

PROFESSIONAL EXPERIENCE

Supermarket Assistant | Waitrose, Farnham | Mar 2024 – Present

- Social Media Champion: produced photos, videos, and graphics for seasonal offers 200% follower growth aligning content with Waitrose brand guidelines
- Customer Service: provided friendly service with stock replenishment and safe handling responsibilities

Self Employed – Content Creation & Graphic Design | 2019 – Present

- Brand Collaboration: collaborated with 30+ industry-leading brands L'Oréal, Blushlin, bio:cule on content strategy and creation
- Multi-Platform Publishing: planned, created, published content 1.5M+ views across Instagram and YouTube
- Performance Optimization: analysed metrics using Google Analytics & Instagram Insights to optimise content strategy and drive engagement
- Content Creation: edited video/photo content and wrote scripts 10K+ followers using CapCut, Premiere Pro; short and long-form content

Graphic Designer | Paul Antony Art | 2021 – 2022

- Marketing Materials Design: designed brochures, flyers, social graphics using Affinity and Canva
- Brand Identity: created logos, packaging, visual guidelines for multiple concurrent projects
- Design Trends Research: researched design trends and competitor analysis to keep output fresh and competitive

Graphic Designer | Roid Pvt Ltd, Kerala, India | Feb 2018 – Mar 2021

- End-to-End Design: managed design process from concept to delivery using Adobe Creative Suite with 6+ clients
- Design Innovation: stayed current with design tools and trends to deliver competitive work

Junior Graphic Designer | Yogic Techno, Bangalore, India | Sep 2017 – Jan 2018

- Design Support: supported daily projects, blog posts, social content creating LinkedIn content and presentations
- Design Refinement: refined designs based on feedback improving layout, typography, and visuals

Graphic Design Intern | Hepaulart, Kerala, India | May 2015 – Nov 2016

- Graphics & Asset Management: created graphics and managed 50+ design assets for social media, websites, and marketing

EDUCATION & LANGUAGES

BA Graphic Design • University for the Creative Arts (2023–Present) | **Languages:** English (Fluent) • Hindi • Tamil • Malayalam • Kannada