



Design Portfolio

www.chelseawhittle.co.uk

Chelsea Whittle

SENIOR GRAPHIC DESIGNER

Portfolio Outline

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About me

I'm a Senior Graphic Designer with experience across startups, agencies, and in-house teams. My skills span web design, social asset creation, branding, editorial design, and creative strategy.

I love working with fun, creative brands that want fresh, engaging visuals. When I'm not designing, you'll find me at home with my cat, collecting little trinkets, or indulging in trashy reality TV and if you couldn't tell I love the colour pink.

I'm here to help bring your brand's personality to life with consistent, eye-catching design that speaks true to who you are.



Experience

***Senior Brand Designer,
Primarybid***

*London, Remote
[July 2024 - Present]*

Promoted to Senior Designer in under a year. My role involved creating pitch materials and videos to showcase our financial technology to clients preparing for a public offering. I collaborated closely with the product team to design UI screens and prototypes of our product. Additionally, I contributed to maintaining our marketing materials, including our website and social media, and was involved in a significant rebranding project, which unfortunately hasn't been realised due to an A&M.

***Midweight Designer,
The 10 Group***

*London, Hybrid
[June 2022 - June 2024]*

Starting the role as a junior designer, I swiftly advanced to a midweight designer position, where I oversee and managed junior members of the design team. My work spans both B2B and B2C clients, involving various projects such as rebranding, campaigns, reports, and social media creative. Notable clients I've collaborated with include Aira, British Gas, IWC Schaffhausen, M&S, Orlebar brown, Sage and Vodafone.

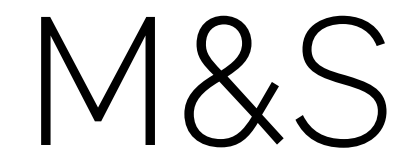
***Designer,
Property Branding***

*London, Hybrid
[November 2021 - June 2022]*

Working as the sole designer for a small brand agency, we specialised in the property industry. I was involved in the rebranding and development of various property clients, handling everything from initial consultations and research to creating brand identities and marketing materials. My goal was to help clients appear trustworthy and credible to attract capital investment. As a result, our clients have successfully raised over £65 million in investments.



Clients



Capabilities

[01] Branding

[02] Social

[03] Editorial

[04] Print

[05] Web/UI

Softwares + Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro

Figma
Webflow
Wordpress
Wix

Microsoft Office
Google Workspace
Slack
Asana



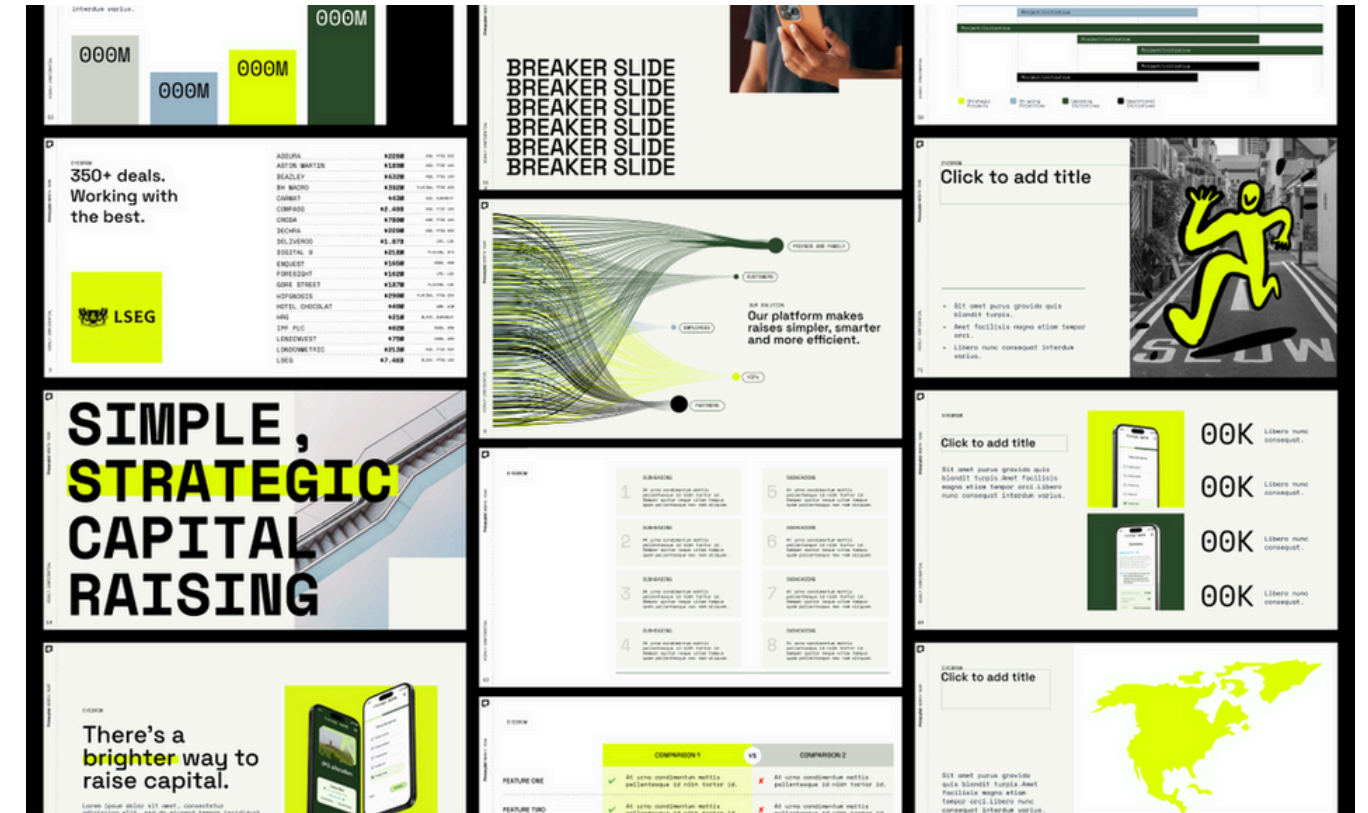
Branding



Primarybid

[01] BRANDING, 2025

Led the rebrand of tech company PrimaryBid, creating a brighter, simpler, and faster visual identity to reflect its innovative, user-first approach.



World of Books

[02] BRANDING, 2024

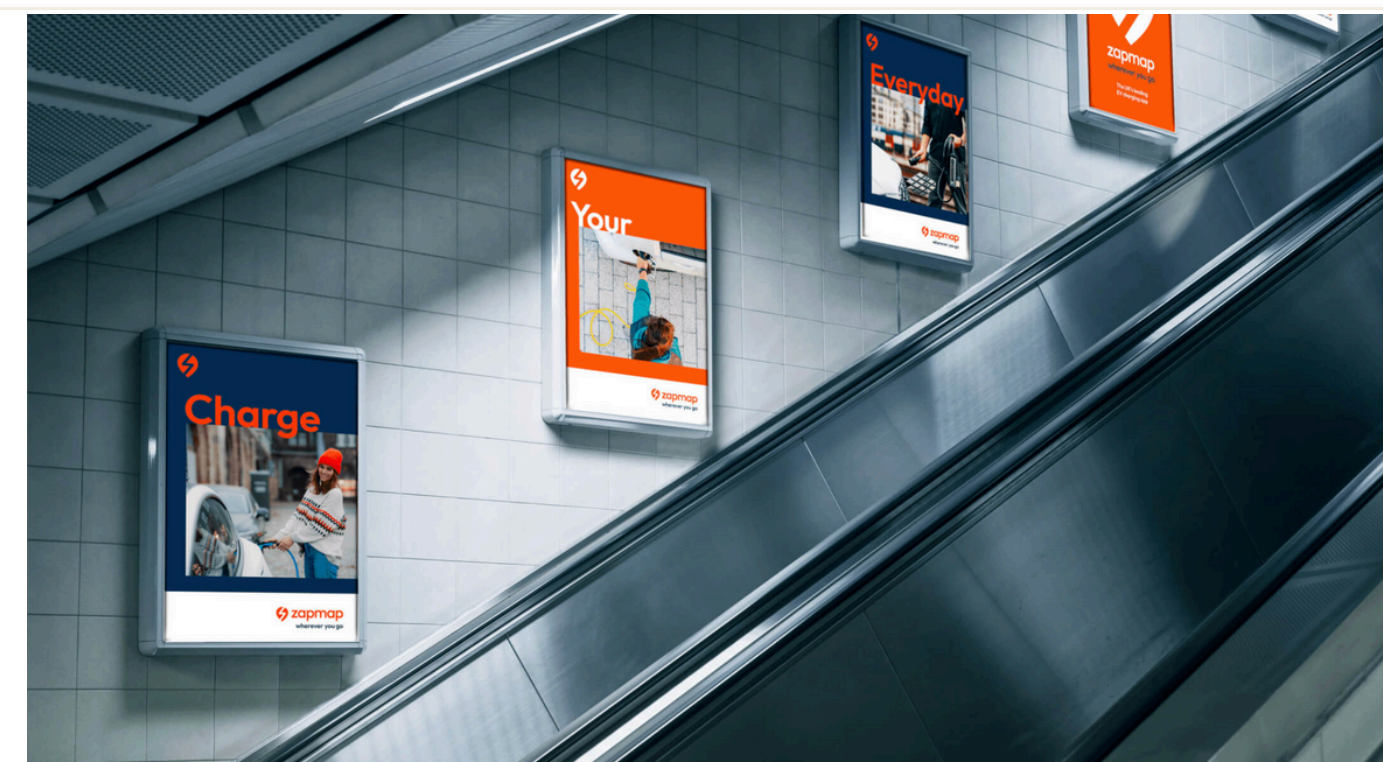
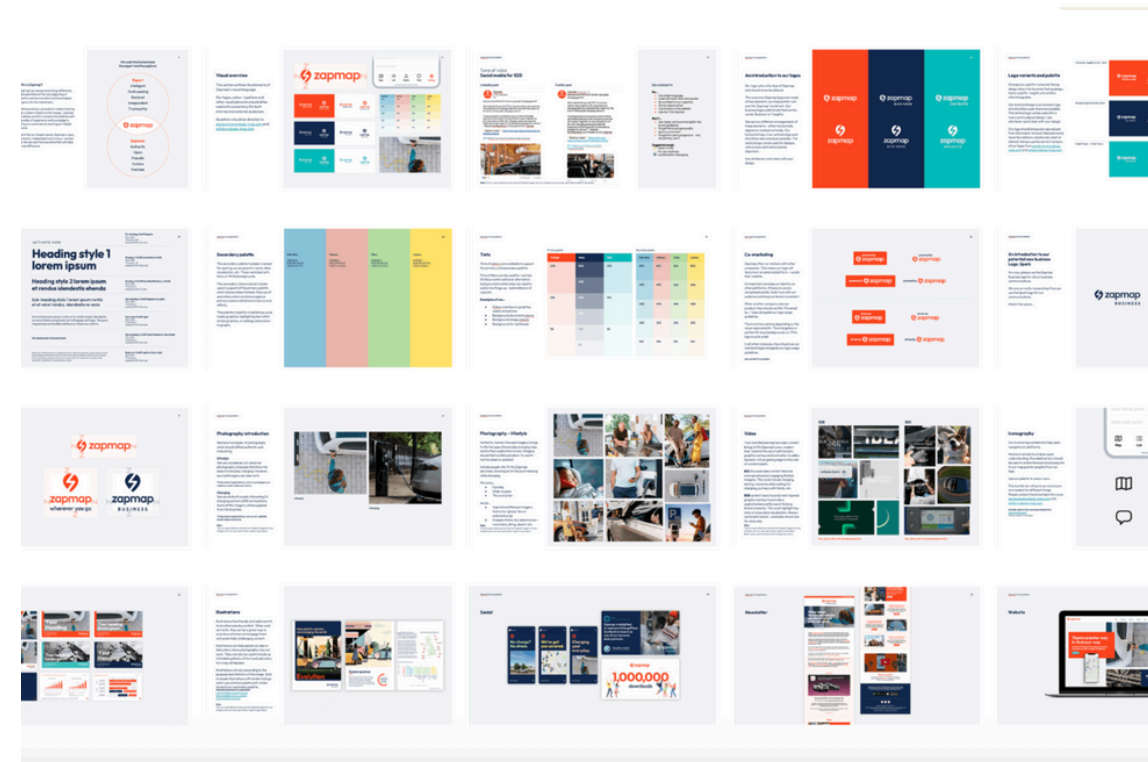
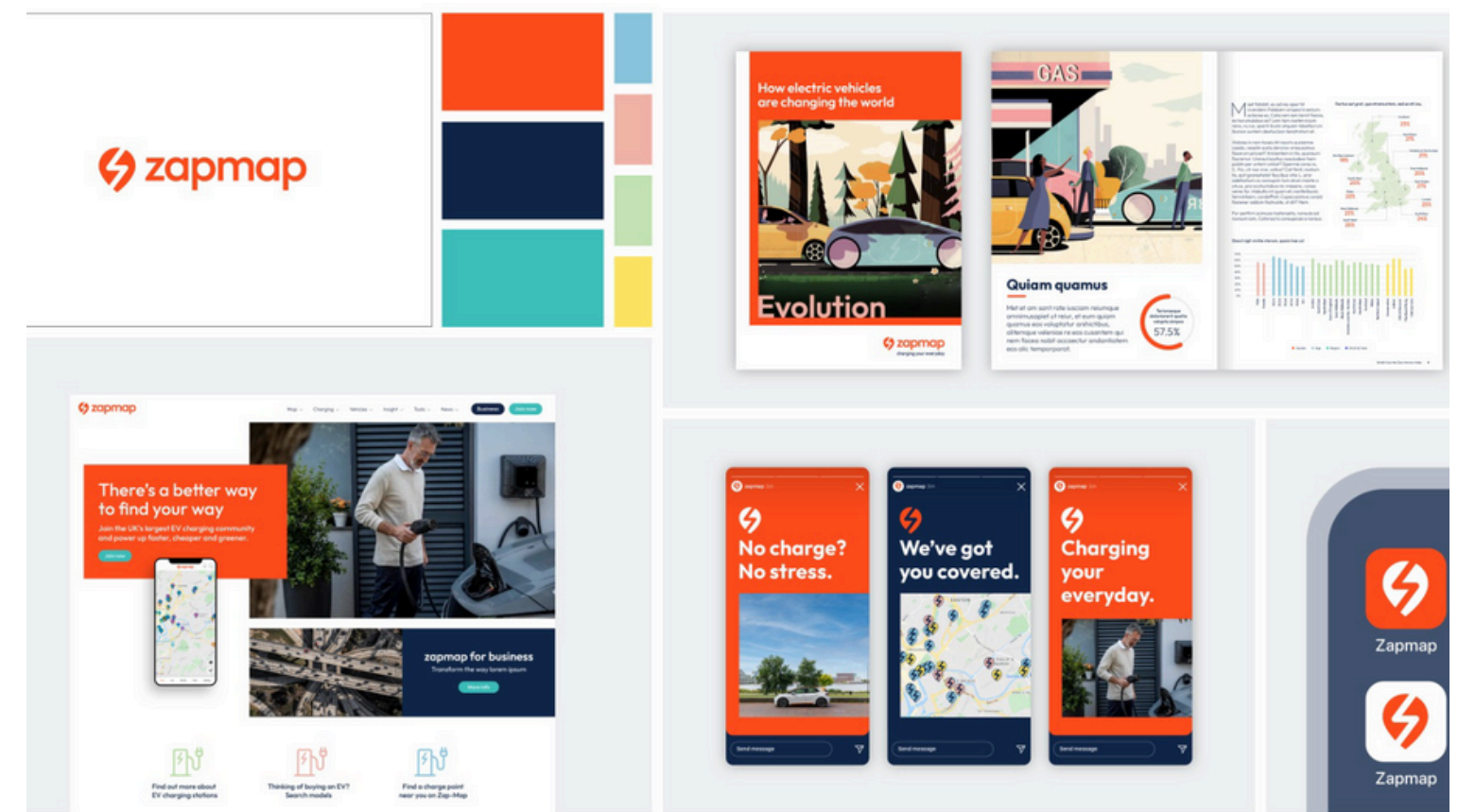
I rebranded World of Books as 'WOB' to create a sustainable and appealing image for younger audiences, developing assets like email newsletters, web banners, and packaging materials.



Zapmap

[03] BRANDING, 2023

Rebranded the UK's premier charge point mapping and data service, Zapmap. The goal was to modernise the company with a vibrant colour palette and use of contemporary images and iconography.



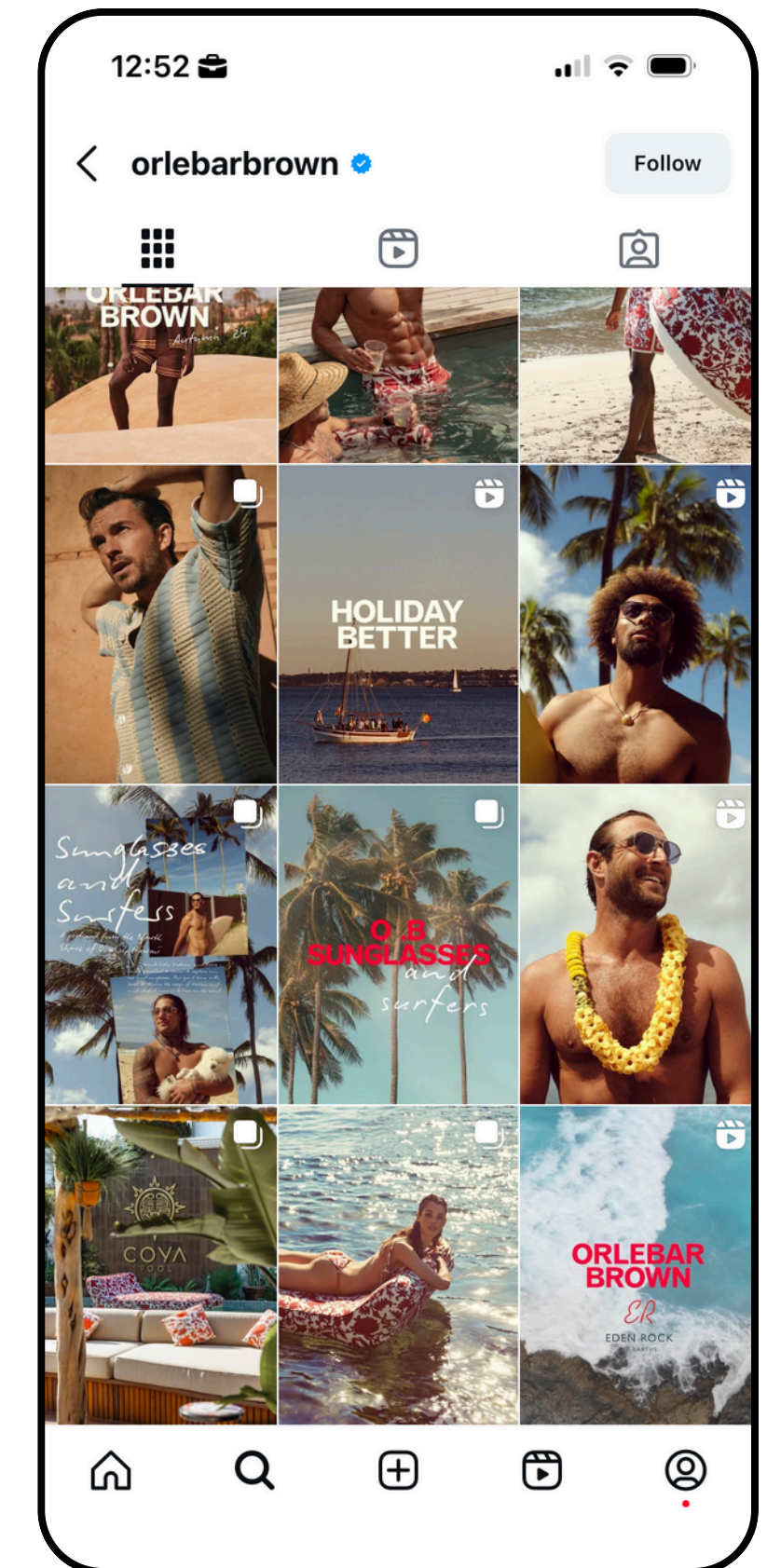
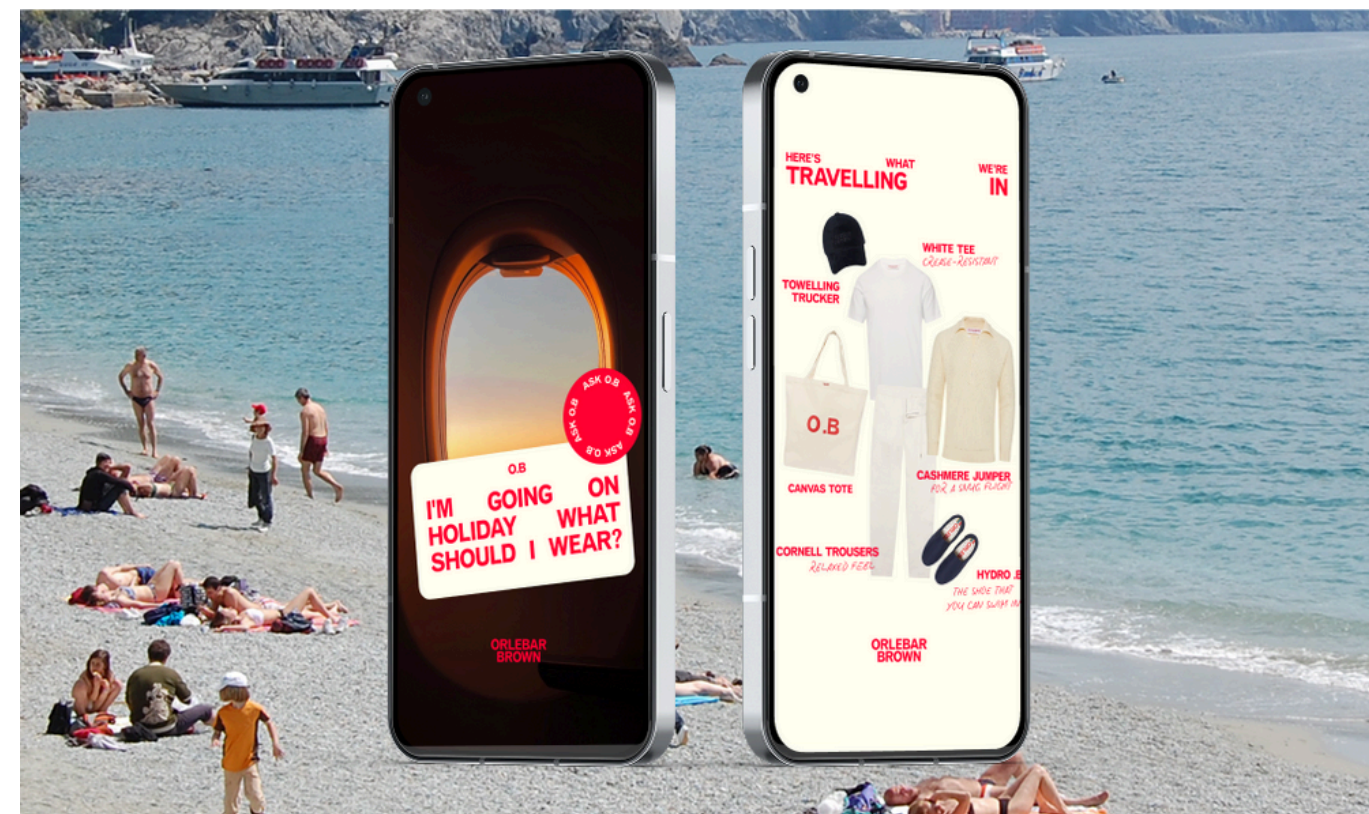
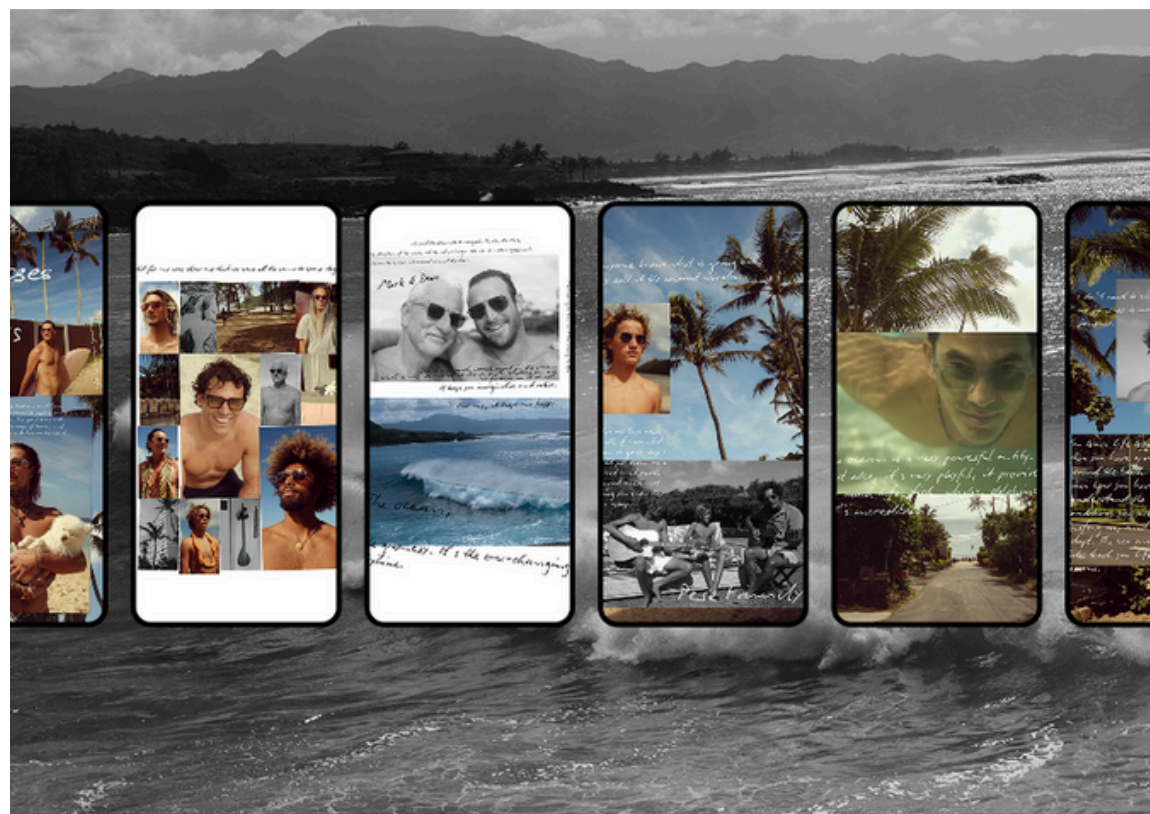
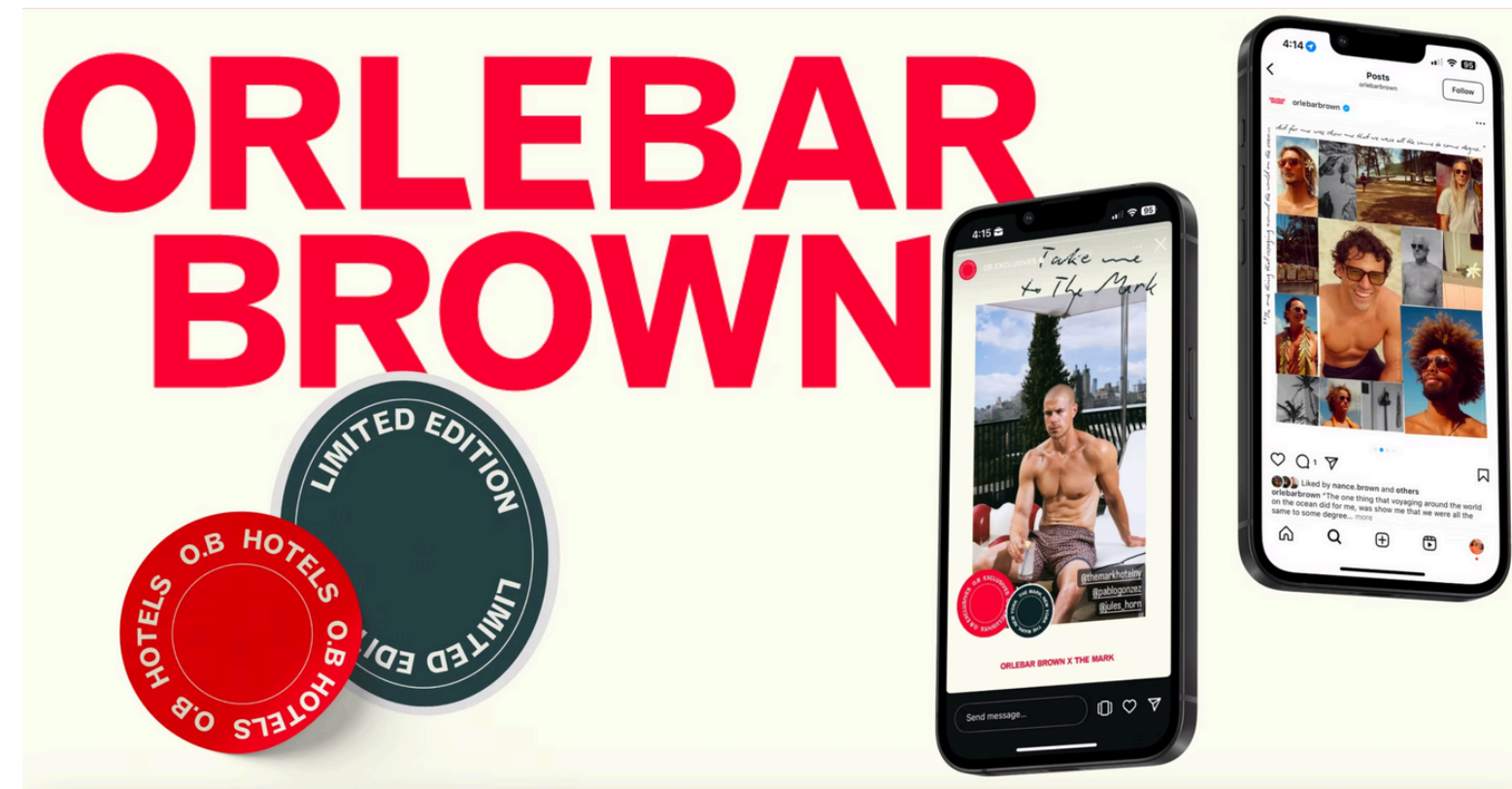
Social



Orlebar Brown

[01] SOCIAL, 2024

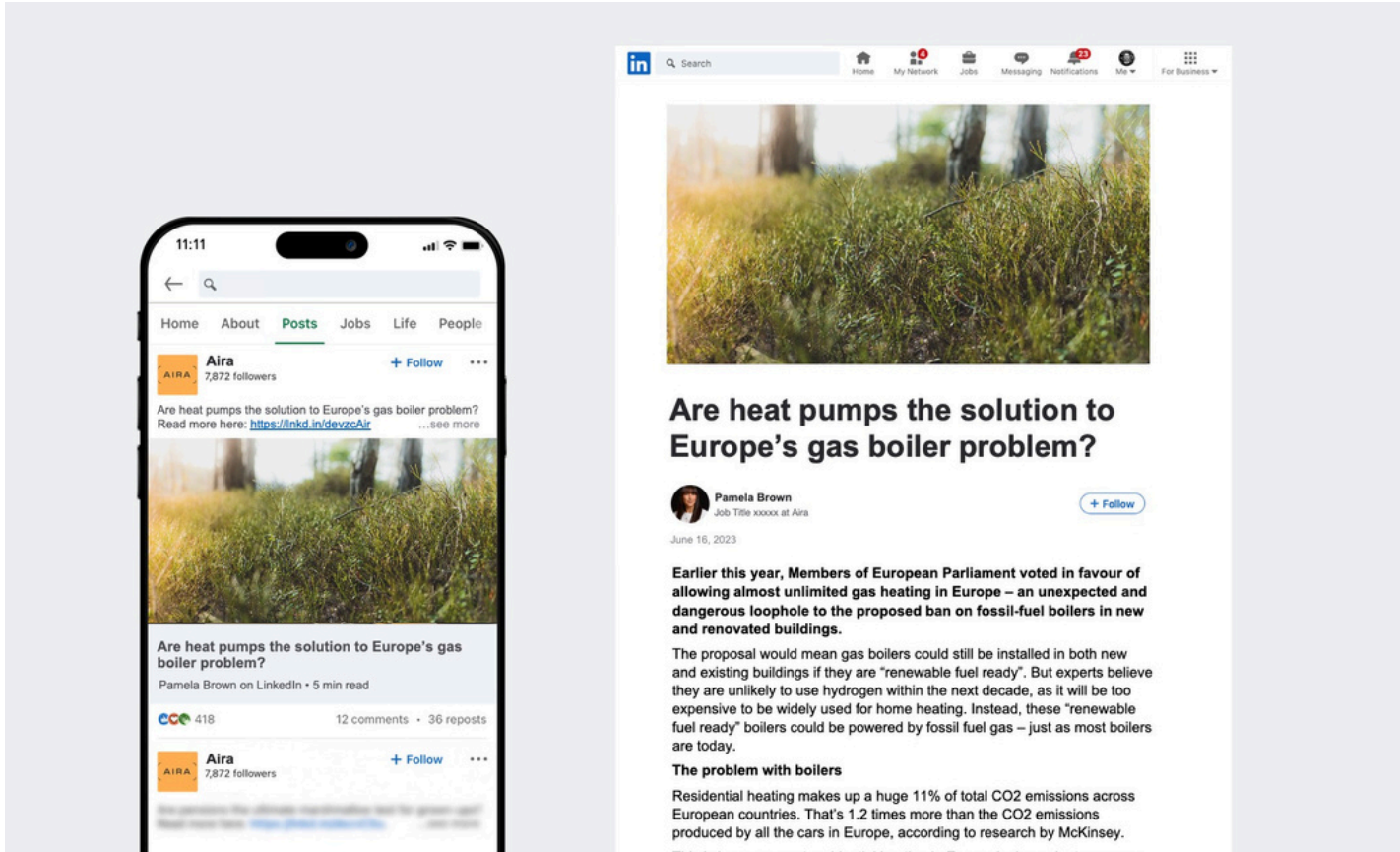
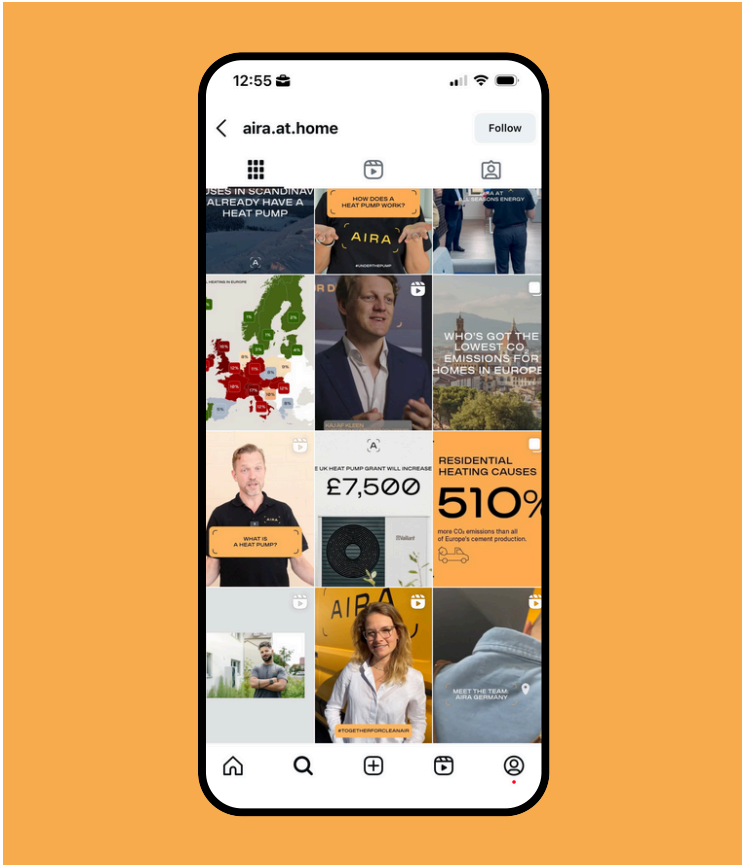
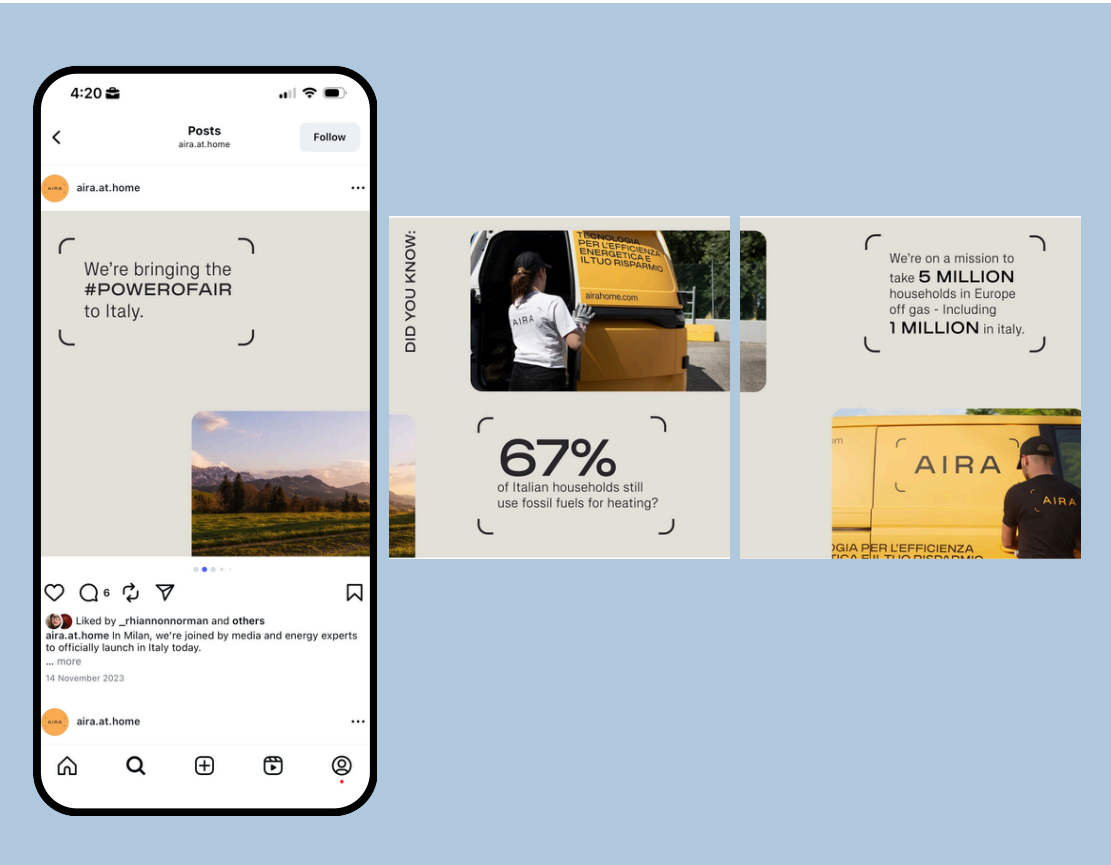
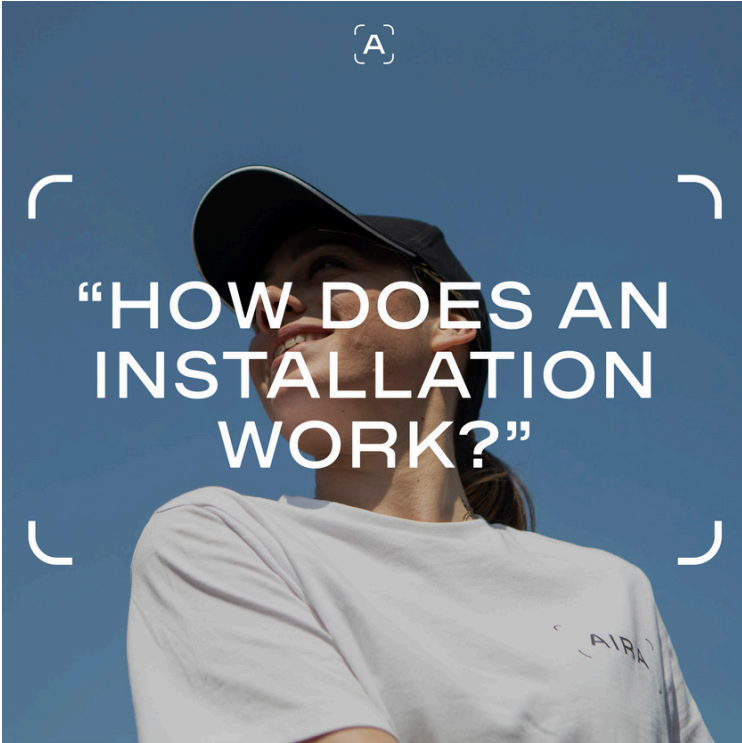
For three months, I created over 300 social media assets for the luxury menswear brand Orlebar Brown, including reels, stories, and images. Collaborating with the social creative team revitalised their online presence, achieving a combined reach of over 1 million and an additional 16.3K followers.



Aira

[02] SOCIAL, 2024

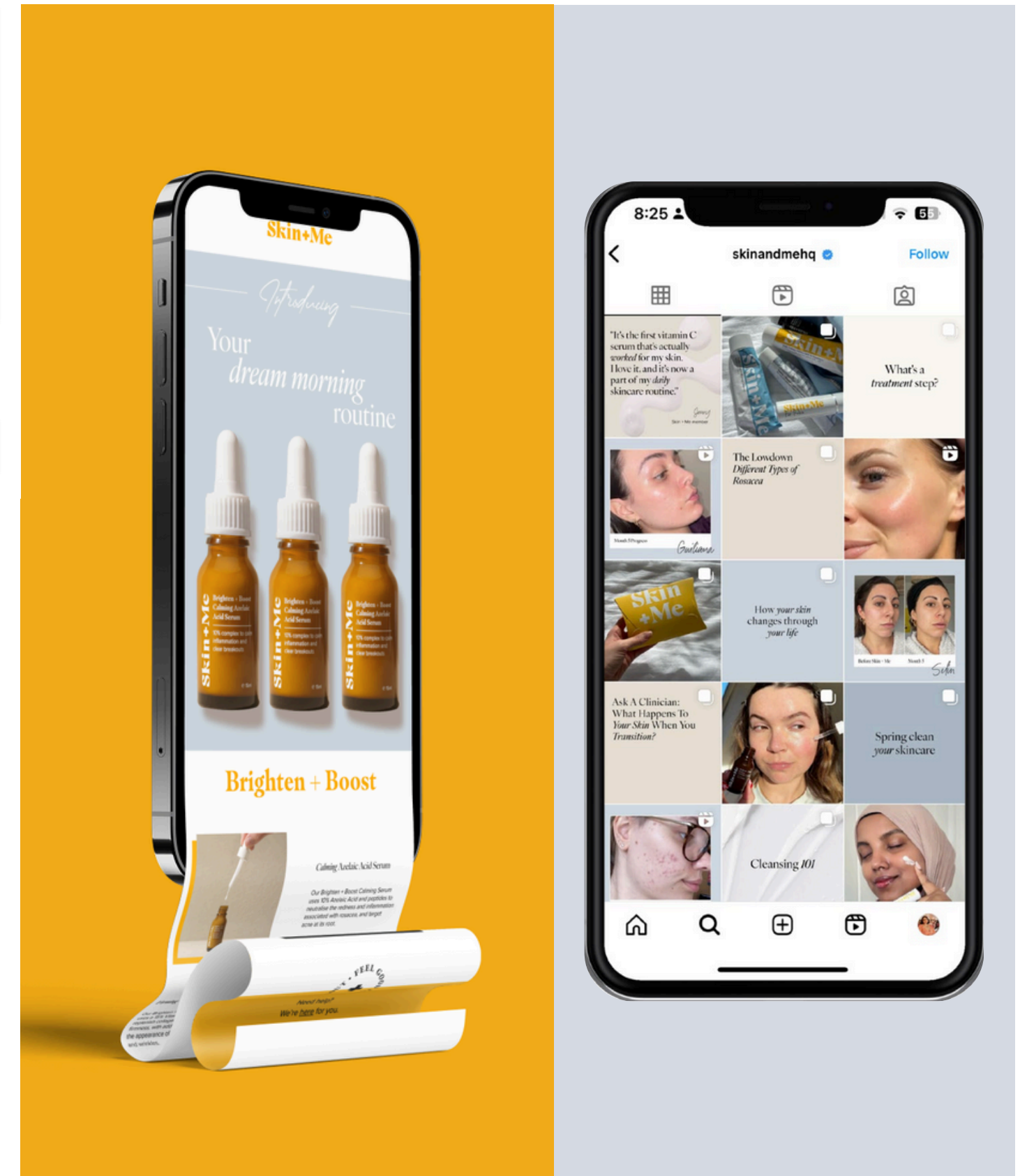
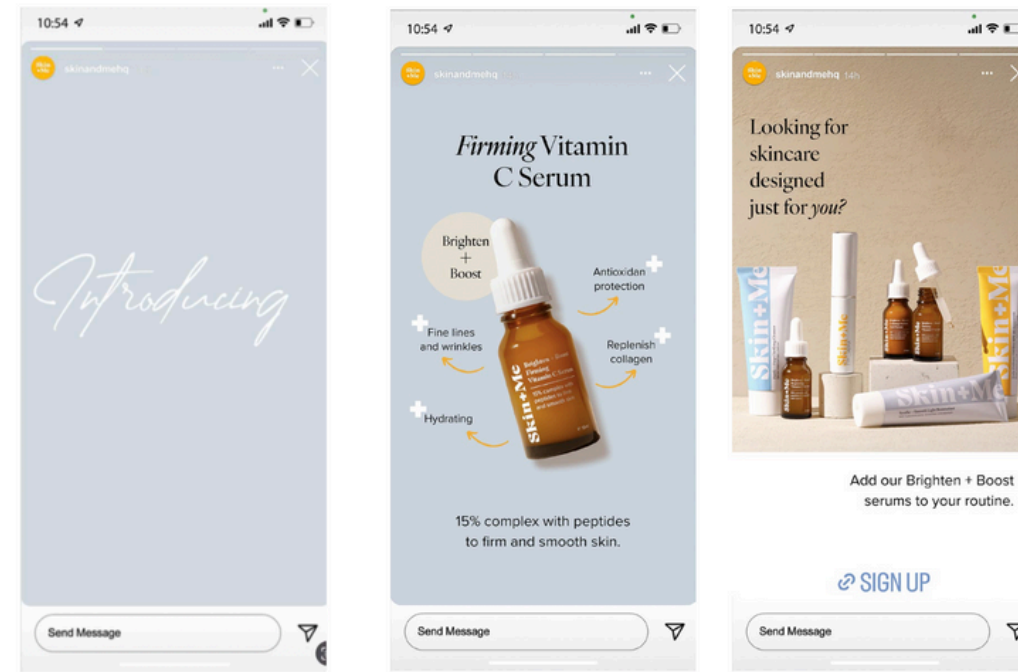
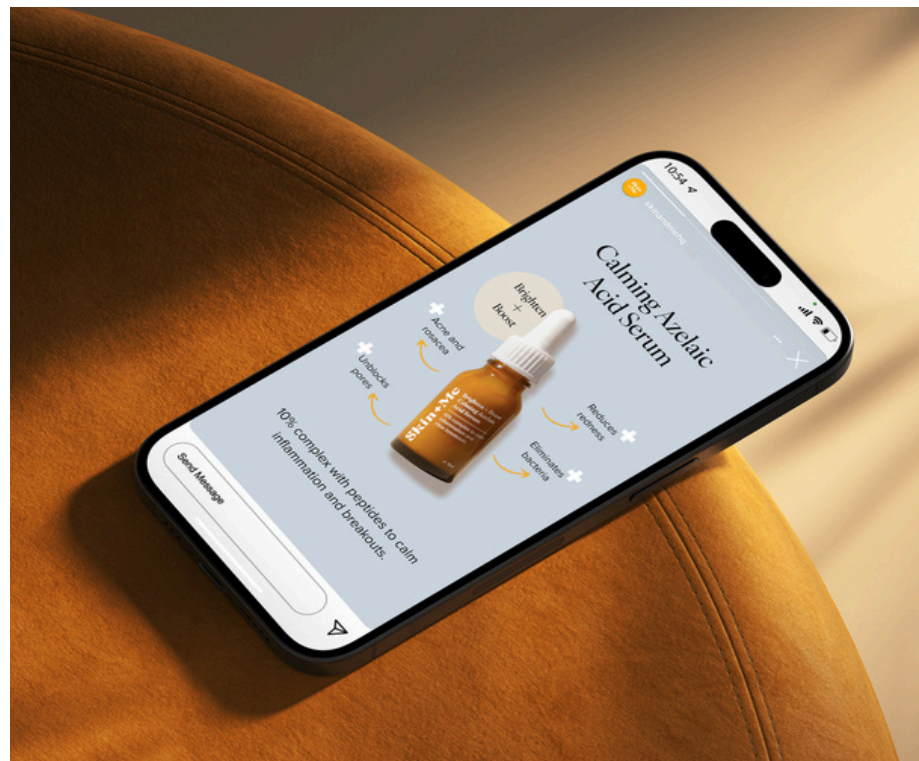
I created a variety of social media assets for the heat pump company Aira, including stories, reels, carousels, static images, and LinkedIn blogs. My posts played a crucial role in launching Aira to the public, helping the company grow its follower count from zero to 7,000 in under six months.



Skin + Me

[03] SOCIAL, 2024

I created social media assets, which include stories, reels, and static posts, along with an email newsletter for the new Brighten + Boost range. Additionally, I developed other materials to showcase their classic range of products.



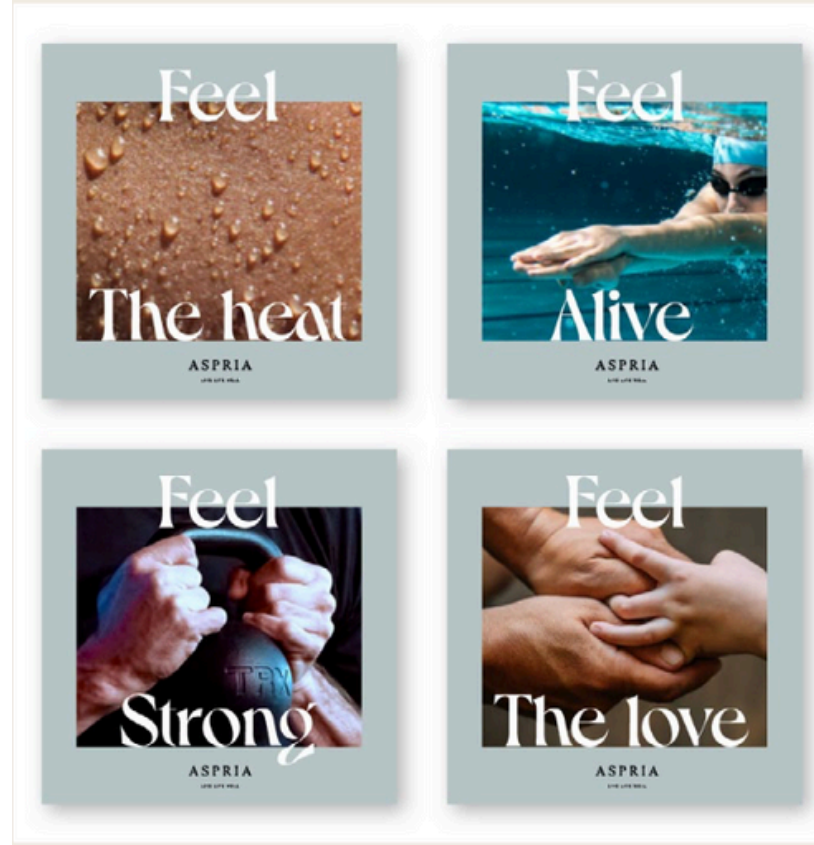
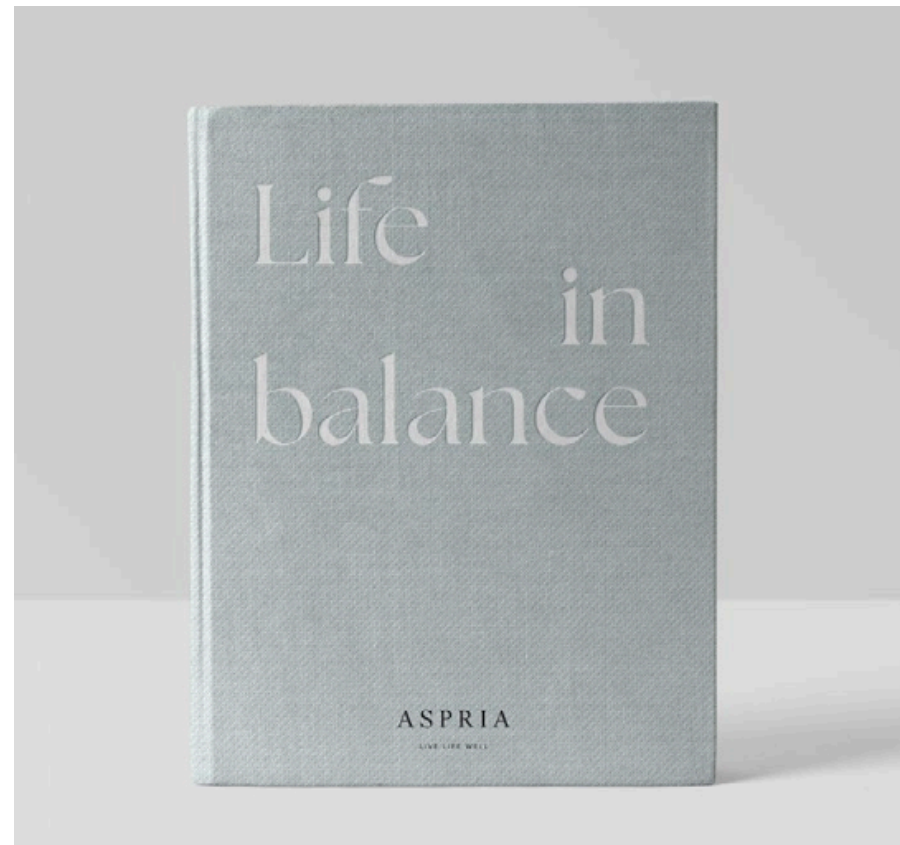
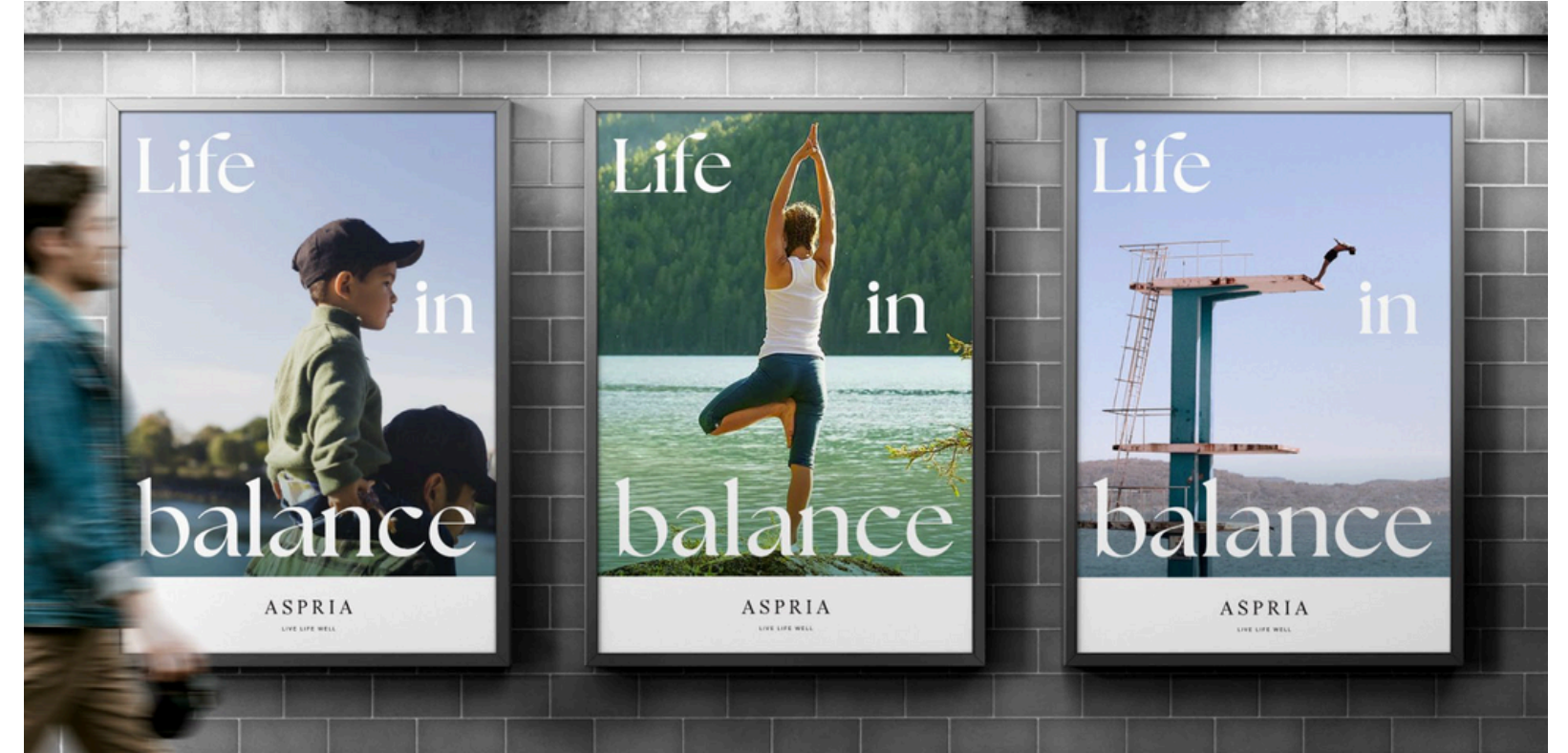
Editorial



Aspria

[01] EDITORIAL, 2024

I led a creative campaign to position Aspria as a premium brand in three markets and four languages, creating over 300 assets for the SS24 campaign, including copy, social media, digital banners, print ads and OOH advertising.



M&S

[02] EDITORIAL, 2023

Contributed to M&S's 'Plate of the Nation' campaign, partnering with English football teams, including the Lions and Lionesses, to promote healthy eating for youth. The initiative featured a printed report, a social media campaign, and vinyl graphics for the campaign's food truck.



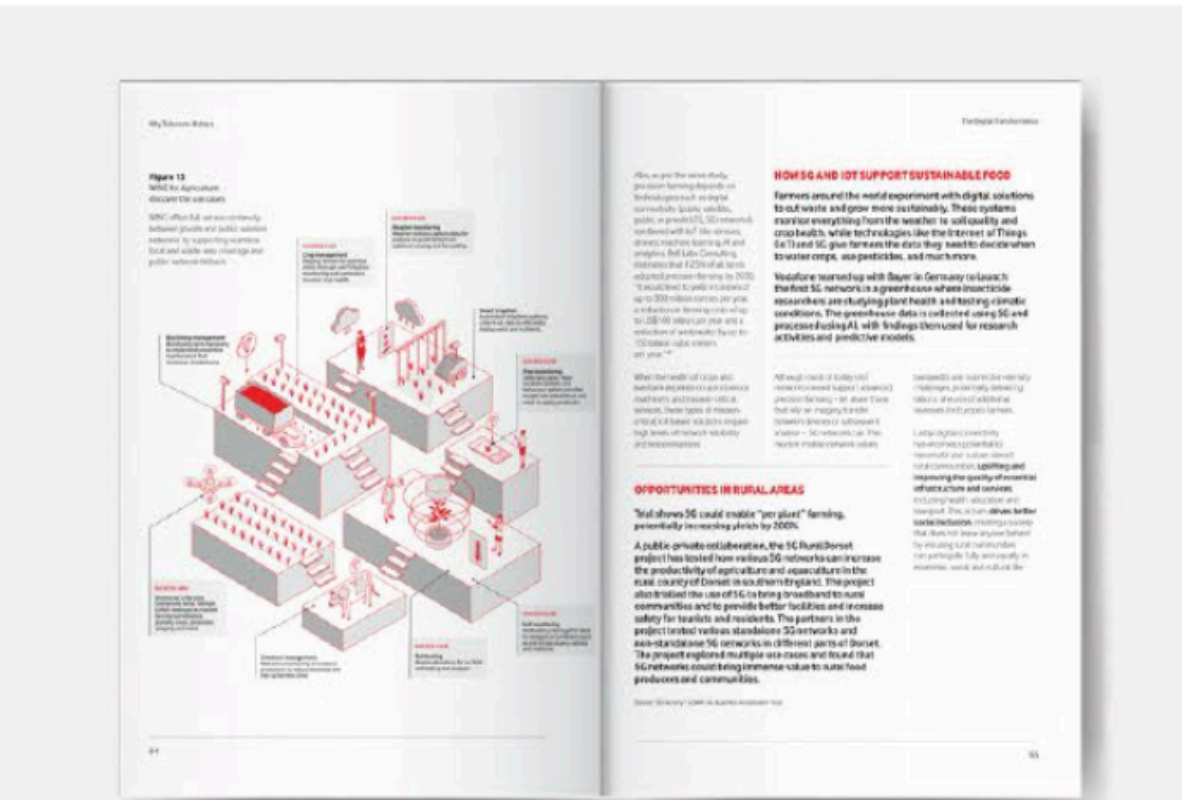
Print



Vodafone

[01] PRINT, 2024

I designed the ‘Why Telecoms Matters’ for Vodafone, highlighting how next-generation telecom connectivity and industry digitalisation can enhance European competitiveness. In this project, I was responsible for designing the layouts, illustrations, and selecting the imagery.



British Gas

[02] PRINT, 2023 + 2024

For two consecutive years, in 2023 and 2024, I designed the British Gas renters' annual report. This involved collaborating with the British Gas brand guidelines to create a report layout that reflects the brand while effectively engaging consumers through highlighted quotes and statistics.



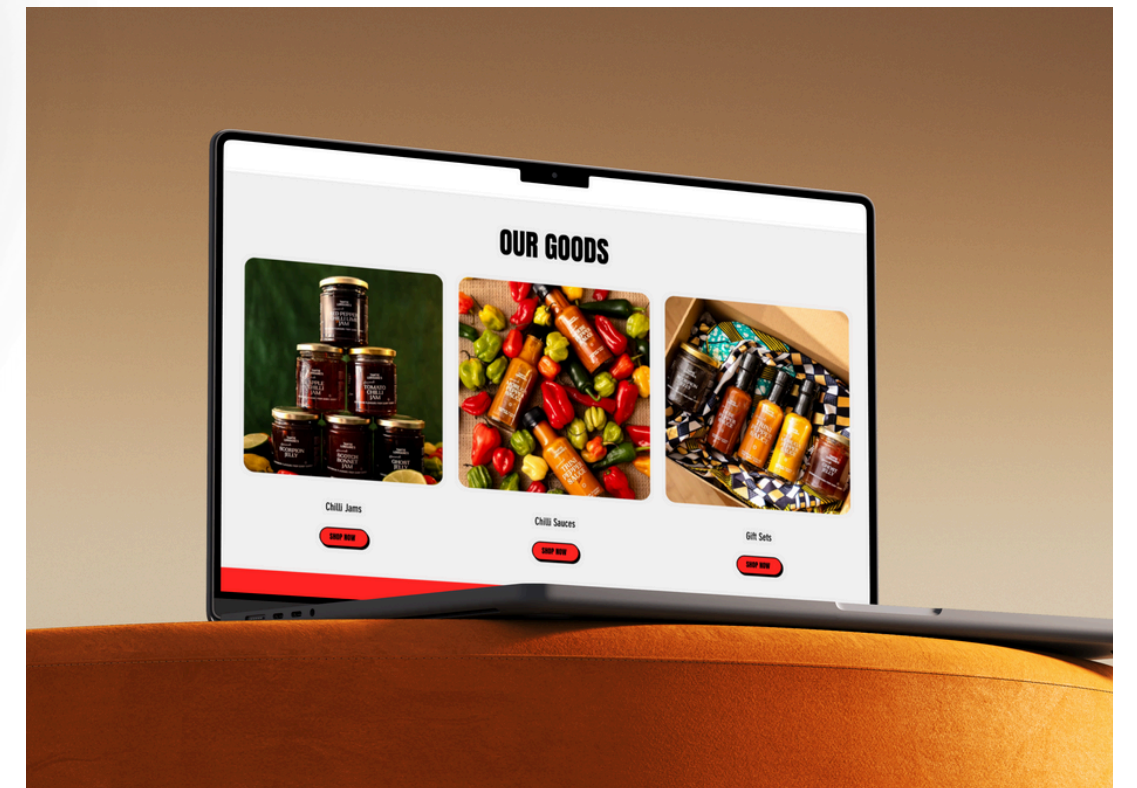
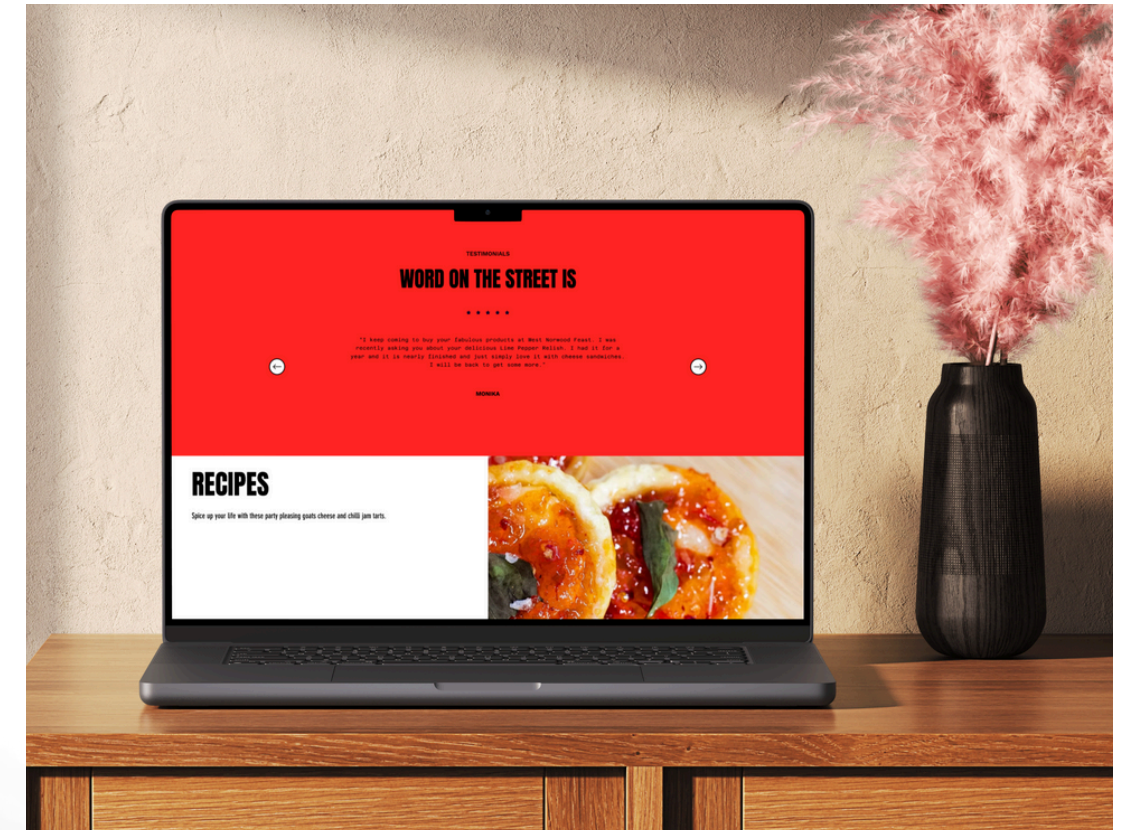
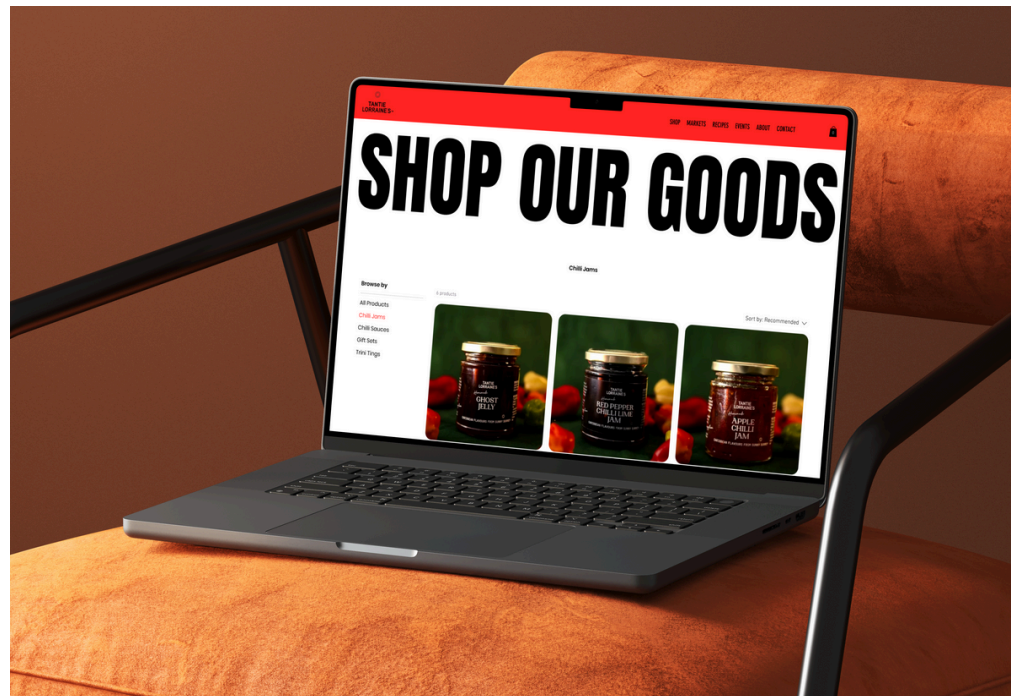
Web/UI



Tantie Lorraine

[01] WEBSITE, 2025

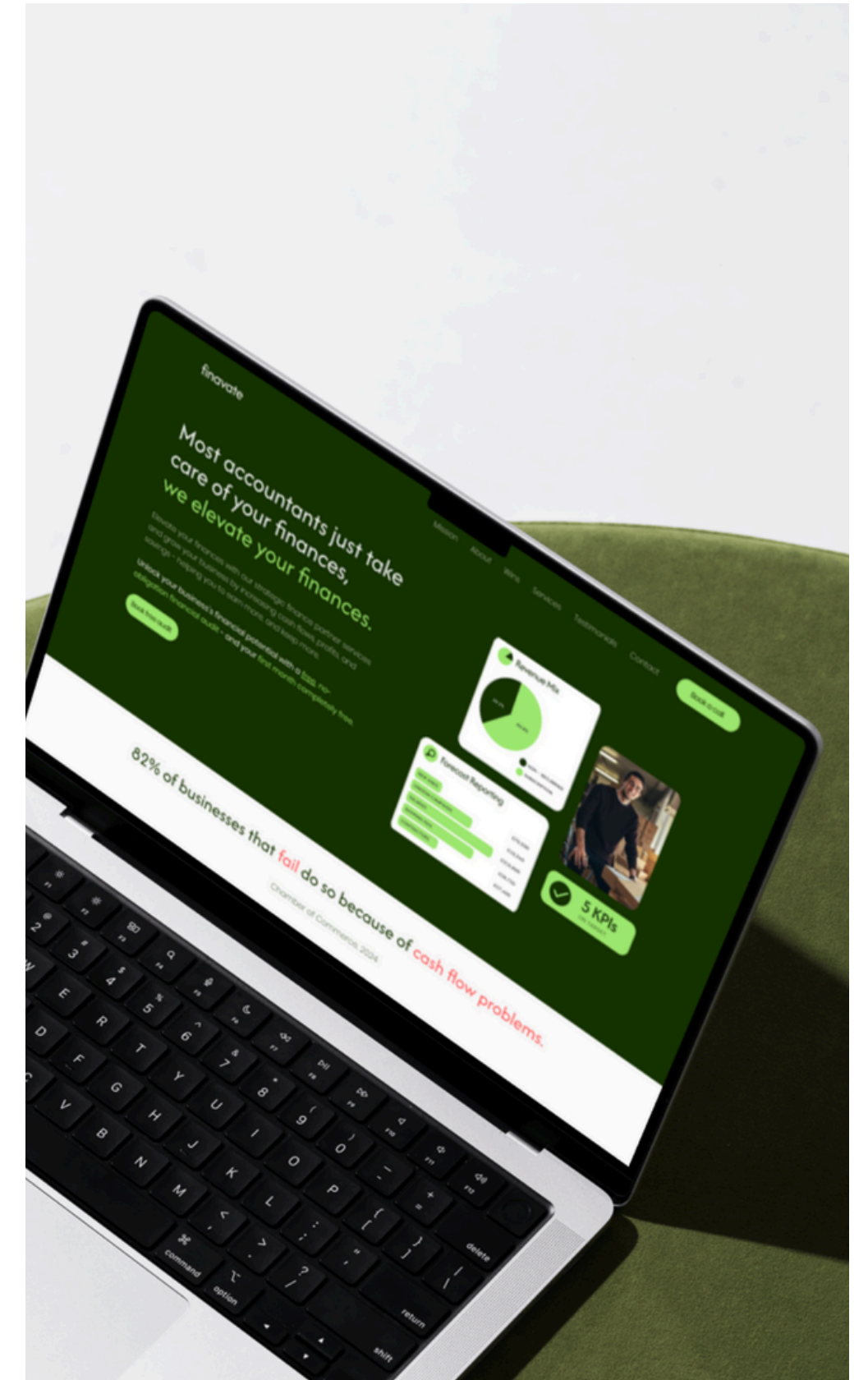
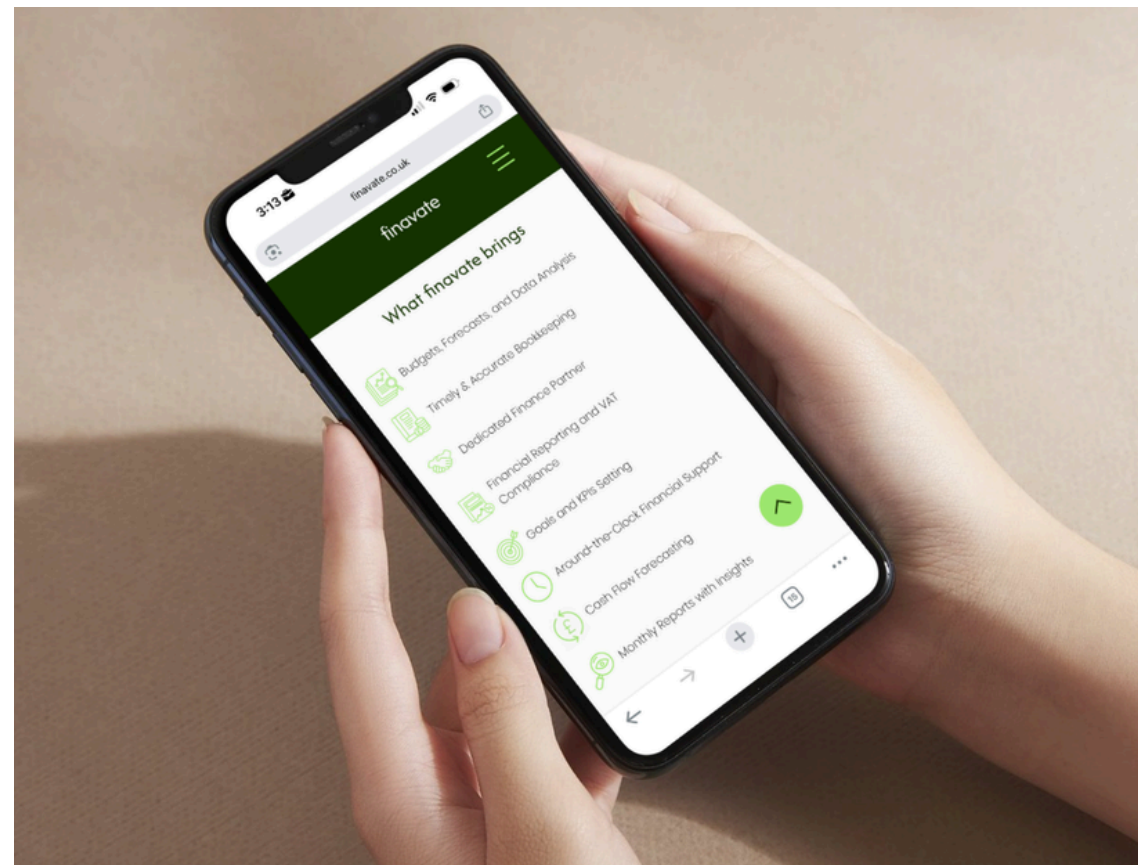
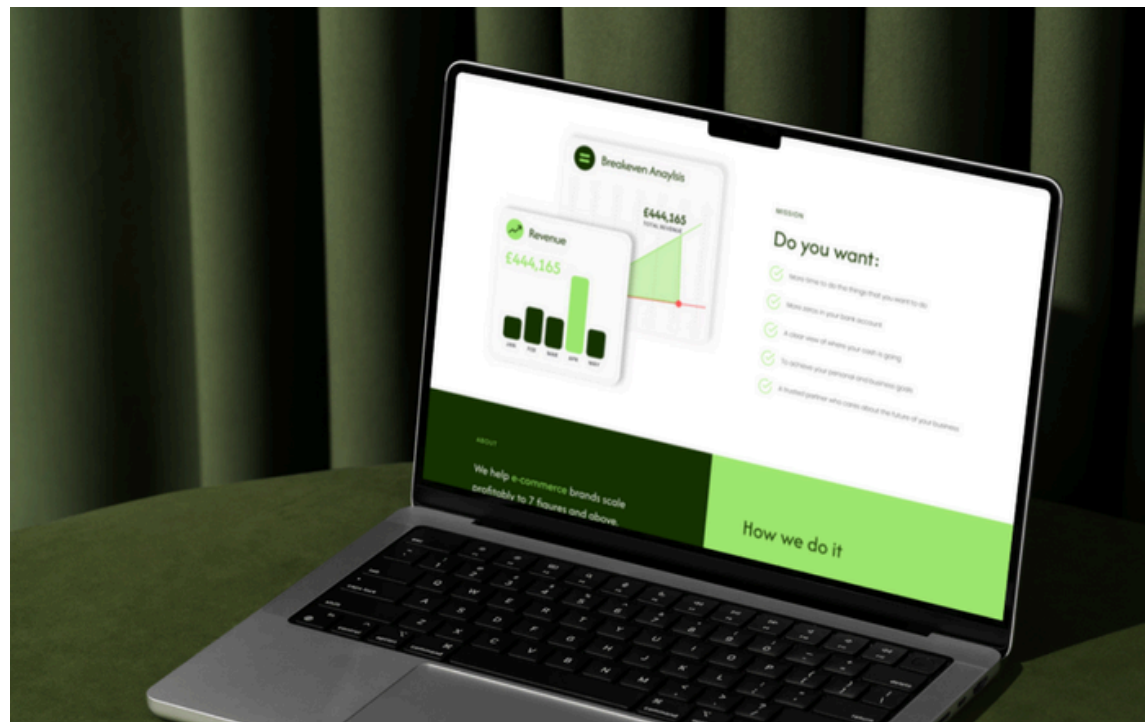
Revamped and reconstructed an e-commerce website dedicated to selling chili jams and various Caribbean condiments and foods. I incorporated bold red elements to represent the heat associated with the chilies featured in the products.



Finavate

[02] WEBSITE, 2024

I designed and developed the website for Finavate, a financial services firm. Since the brand lacked a clear identity, I created a mini brand book to serve as a guide for the website design.



Contact me ☺

I'm here to help bring your brand's personality to life with consistent, eye-catching design that speaks true to who you are.

Ler's make beautiful things together.

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