

# Florence Antia

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A London based graphic designer passionate about a research based approach to design, currently working as a Digital Designer for a digital marketing agency designing bespoke websites. I believe in using design to tell stories, make people laugh and create a positive impact on society.

## Education

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(2019-2020)

**MA Graphic Design (Distinction)**  
UCA Epsom

(2014-2017)

**BA (hons) Architecture (2:1)**  
University of Liverpool

(2011-2013)

**A Levels: A\*AB**  
**GCSE's: 4A\* 5A**  
Dubai College

## Skills

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Adobe XD

Adobe Illustrator

Adobe InDesign

Adobe AfterEffects

Adobe Photoshop

Figma

Zeplin

Trello

Slack

HTML & CSS Knowledge

## Hobbies

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Surfing

Snowboarding

Photography

Reading

Cooking

Bread making

Running

## Employment

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(2021-present)

**Digital Designer**  
ROAR Digital Ltd.

- Wireframe the UX of web page designs to optimise user journeys, lead generation, SEO and performance of client business goals based off user research and analysis of analytics carried out at the beginning of the project
- Carry out the UI design of bespoke websites optimised for accessibility and showcasing the client's brand using their guidelines and assets as well as coming up with appropriate creative conceptual ideas to enhance these.
- Prepare artboards and animated interaction prototypes for presentation to clients and for development use using Adobe XD.
- Storyboard of complex interactive animations in websites
- Carry out visual design research and create moodboards at the start of projects looking at client's current branding materials and inspirational visual and interactive material to inform design direction.
- Independently lead client meetings both in person and via video call presenting research, designs and collecting client feedback.
- Design and draw bespoke icons for projects that are consistent with the design style and enhance the clients branding.
- Design display ads with clear CTA's and messaging for marketing campaigns

(2019-2021)

**In-House Graphic Designer**  
Hiatus Collective

- Hiatus Collective was a charity that worked to provide a platform for neurodivergent artists. I liaised closely with the social media coordinator to create on brand social media and marketing graphics including event posters, banners and GIFs.

(2018-2019)

**Part 1 Architectural Assistant**  
AC Architects Ltd.

- Worked as part of a professional Architectural Design team, actively involved in project discussions and initial idea generation. Drafted technical architectural drawings to a professional standard to tight deadlines and corresponded with clients via phone, email and face to face meetings.