

ELIN MOXON-TRITSCH

07760 350 548

elin@lovefromutopia.com

13 Limes Avenue, London, SW13 0HG

I'm an established and accomplished graphic designer with a passion for elegant minimalism as well as bold colours. It might sound like an oxymoron, but I strongly believe that every design has its moment.

I'm experienced in both print and digital and pride myself on being reliable, driven and easy to work with.

GRAPHIC DESIGNER

April 2020 - Present / Carebase Ltd

Carebase is a care provider running fourteen care homes across the UK and my role includes external and internal digital and print material for all of them. My responsibilities include:

- social media advertising - posts and stories including carousel ads, video, animation and imagery
- event designs for both internal and external events
- printed and digital brochures
- newsletters and mailers

I'm especially proud of introducing video and animated content into the repertoire of advertising. Before I joined the company, video content was not used. It's an area I'm passionate about and the engagement from our video advertising is consistently at least 10% higher than the still counterparts.

GRAPHIC DESIGNER

January 2017 - March 2020 / Superbooths Europe

As graphic designer for an experiential marketing company, my purview included both design and marketing.
Daily tasks covered:

- producing artwork for clients - including custom html landing pages and emails, printed promotional material, large scale prints (backdrops, vinyl prints and wraps), and any other branding as required
- managing contractors, external designers and event staff
- collaborating with clients and suppliers making sure creative elements are on schedule

At the inception of a project I also created pitch documents. Under my own initiative I've learned how to use Sketchup and since incorporating 3D models in the pitches our conversion rate went up by 50%. In addition to this I also created newsletters, marketing material, social media content, and managed the company website.

GRAPHIC DESIGNER

February 2016 - Present / Freelance

Though various projects I've created material for both print and web working predominately in Adobe Creative Suite. For instance, I have been working with a distillery on Isle of Man on their branding, redesigning their website, labels, packaging and promotional material. Online sales have increased by 120%, and general sales by 35% as a result.

CREATIVE MARKETING & DESIGN

January 2010 - February 2016 / AWC

This role developed from a general marketing position into managing much more of the marketing output. More specifically it included:

- high quality 'coffee table' style books and a promotional cook book with wine pairings - both designed as luxury holiday gifts for our top clients, resulting in 10% bump in our January revenue from these clients
- company guidelines and presentation requirements - ensuring brand consistency
- online aspects to our marketing - newsletters, mailers and maintaining our press related materials
- event planning and design - One of the bigger projects during this time was designing a large scale wine casino game and arranging a series of casino nights - Revenue of sales as a direct result exceeded £750 k

KEY SKILLS

Adobe Creative Suite
Sketchup
Keynote & Powerpoint
Branding
HTML
Mailchimp & Maxbulk mailer
Wordpress

EDUCATION

PHYSIOTHERAPY

February 2004 - February 2006 / Lund University, Sweden

I studied physiotherapy for two years. During this time I gained a good understanding of the human body and related treatment methods. I spent a large portion of this course doing hands on, practical training at hospitals and health centres where I enjoyed the interaction with both patients and staff and enjoyed developing my interpersonal skills and learning about how people think.

PSYCHOLOGY

February 2003 - February 2004 / Lund University, Sweden

I studied psychology for two semesters. I really enjoyed this course and have found it to be an advantage in both my professional and non-professional dealings.

OTHER

The past few Christmases I've volunteered for Crisis at Christmas. Being a general volunteer/first aid volunteer at a daycentre in Hammersmith has been one of the most rewarding things I have done. Helping the most vulnerable people in society has been a remarkable experience.

After an afternoon course taken with a friend on a whim I have started making silver jewellery. The process is incredibly fulfilling and I'm enjoying the challenge of digging my teeth into a completely new creative pursuit.

LANGUAGES

Swedish	Native Language
English	Fluent
Danish	Conversational
Norwegian	Conversational
German	Conversational