

# Ella Melita Sammons

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I am a self-motivated, organised, and driven **Graphic Designer** with a passion for **Web Design** and **Branding Design**. I have excellent communication and time management skills with the ability to manage multiple projects within a fast-paced environment. I enjoy working with others in collaboration as well as working independently. I have strong working knowledge of **OSX Operating Systems**. Since graduating in 2019, I have been employed in hospitality, while working as a freelance Graphic Designer. I am currently enrolled in an online Foundations Course in **UX Design**.

## Technical Skills

InDesign  
Photoshop  
Illustrator  
Adobe XD  
Lightroom  
Acrobat  
PowerPoint  
Microsoft Office  
Basic HTML/CSS  
Apple & Microsoft Products

## Greenwich University 2:1 Hons

BA Graphic Design  
Branding and Advertising,  
Typography, Design Thinking,  
Graphic Led Experience Design  
Sept 2016 – July 2019

## Friends of Design:

### Academy of Digital Arts

4 month Web Publishing Course  
UX & UI Design  
HTML5/CSS3  
Responsive JavaScript & jQuery  
Wordpress Theme Design  
Jan 2016 – April 2016

## Parsons School of Design

### New York A+

Foundation Design year with  
Business Studies  
Aug 2014 – May 2015

## American School in London 3.2 GPA

Advanced Placement 3D Studio Art  
Advanced Placement French  
Art, English, Economics, Digital  
Photography, Mathematics,  
Graphic Design  
Aug 2006 – June 2014

### The MAINE Mayfair

Oct 2021 - present

Two floors of fine dining, jazz and burlesque in Mayfair.

#### Head Host

Overseeing a Front of House team covering three restaurants and The Tavern Cocktail Lounge. Responsible for Team Leading and Management, and training of new staff members. Also responsible for the staff rota, managing reservations, drawing up floor plans and seating arrangements, menu printing, and ensuring the customer experience is exemplary. I am also the liaison between the Events Team, the Front of House, the Reservations Department, Waiting Staff, and Kitchen, to ensure that private events are run on time and efficiently while adhering to exceptionally high standards.

### The Turk's Head, Wapping

Aug 2019 – present

French/British Bistro

#### Website Designer

Responsible for updating and maintaining the visual identity of the brand on the website, including updating SEO as well as promoting events.

2019 - 2021

Redesigned the brand identity of the organisation from a cafe to a French/British Bistro across various online platforms (Website, Social Media, and Google). Responsibility for all Social Media, creating and sourcing original content and visuals, reviewing analytics and implementing improvements, and responding to online reviews.

### Welton London

March 2021 – Nov 2021

Luxury Fragrance Products sold exclusively online

#### Website Maintenance

Responsible for improving website visual design, ensuring traffic growth, and strengthening SEO and Google Rankings. Devised and implemented a solution to the customer check-out process through utilising the best UX/UI design principles, creating a higher volume of sales and improving the user experience.

### Sugarshirts

Aug 2020 – Nov 2021

American Women's Apparel

#### Assistant to CMO

Responsibilities included: Creating lookbooks, colour palettes, and visuals for the landing pages, creating content for social media and the website, maintaining the brand's visual identity, as well as editing photographs and videos. Designed all visuals, layouts, and presentations for the CMO, as well as liaised with a small team to ensure visual brand coherence.

### Deus Dois Joaillerie

Oct 2020 – Jan 2021

Fine jewellery company

#### Brand and Visual Designer

Responsible for designing and creating the website, creating lookbooks, and editing photographs.

### Brand Me

Aug 2018

Strategic Brand Development, Design and Innovation Consultancy

#### Paid Internship

Developed and designed packaging and created mood boards for presentations.

### TFG

Sept 2015 – Nov 2015

Retail Clothing Company with 3,000 stores in 24 countries.

#### Paid Internship

3-month paid internship at the headquarters in Cape Town, South Africa, working in the production, graphic design, and marketing departments at a foremost independent-clothing retail company.