



BETHAN LEWIS

WHO AM I?

Hello! I am an ambitious, competitive, confident, optimistic, friendly, hard working advertiser & graphic designer looking to secure a role that's rewarding and challenging. I have more than 6 months experience working in a design studio, creating real world design work & generating campaign ideas.

I have spent 4 years learning & refining my practice I am certainly driven, ambitious passionate & committed to creating the best possible outcomes. My favourite part of the design process is the idea generation. I relish solving problems, being creative and using my imagination to generate an effective concept. However, to make an effective concept, prior research is essential.

In my opinion, advertising and graphic design are incredibly influential, they have immense power to persuade and manipulate. With this power I wish to create campaigns which are beneficial.

"It could be argued that advertising is the most influential institution of socialisation in modern society: it structures mass media content; it seems to play a key role in the construction of gender identity" (Jhally, S. 1990, The codes of advertising. New York: Routledge, p1)

EDUCATION

University of Wales Trinity Saint David - UWTSDD

(2018 - 2020)

Degree: MA Visual Communication

Cardiff Metropolitan University - School of Art and Design

(2014 - 2017)

Degree: BA Graphic Communication (2:1)

(Course Social Representative)

(Third Year Course Representative)

Neath Port Talbot College

(2012 - 2014)

A-Levels: Graphic Design (A) History (B) Sociology (B)

Cwmtawe Community School

(2008 - 2012)

G.C.S.E: 5(A*) 4(A) 3(B)

CREATIVE SKILLS

1. Problem Solving
2. Attention to Detail
3. Adobe Creative Suite
4. Video Editing
5. Typography
6. Illustration
7. Animation
8. Directing
9. Logo & Brand Development
10. Idea Generation
11. Researching Trends, Target Markets & the Competition

SKILLS

From working in design studios I have learnt I work well in a team and desire to work with colleagues to achieve required outcomes. From working in a team I have found I am outstanding at giving advice and defusing a situation through negotiation. I am effective working as part of a team as well as on my own, I am equally confident doing both.

I also thrive in social situations, I regularly converse with others whether they are known to me or not, especially at creative events. In any given situation I have the confidence to communicate with others and be clear and concise when discussing important matters.

I pride myself on my organisational skills. I adore preparing and planning a function or event for the appropriate target audience. These experiences have also allowed me to perfect rational thinking and numeracy skills.

Problems can arise in any given situation but it is how you deal with them which determines a successful outcome. The ability to make good judgements and make quick decisions is a skill I have learnt from being subject to deadlines.

In short I am punctual, reliable, efficient, organised, focused, driven, friendly, willing to help and approachable. I also hold a full Driving License.

DESIGN EXPERIENCE

Cactus Design Studio Ltd - Cardiff
(13th June - 17th June 2016)

Maximus - Malta
(27th June - 27th August 2016)

Washington Design Consultants (WDC) - Penarth
(3rd July - 7th July 2017)

Freelancer - Neath
(August 2017 - September 2018)

Wolf Studios - Cardiff
(22nd - 23rd July 2019)

The Photographer Academy & The Xperience Group - Barry
(6th May 2019 - 7th August 2019)

CONTACT

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