

# joseph campbell

- > Digital Designer
- > Web Designer / Graphic Designer
- > Digital Marketing Designer

## SOFTWARE SKILLS

### Adobe Creative Cloud:

Photoshop  
After Effects  
Illustrator  
Premiere Pro

### Visual Studio Code

### Figma

### Microsoft Office

## CODE SKILLS

HTML  
CSS  
JavaScript

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## OBJECTIVE

Passionate and reliable Digital Designer with over 6 years of experience in the digital design industry and a BA (Hons) in Graphic Design from the University of Portsmouth. Skilled in email marketing, web design, and front-end development, with strong communication abilities and a collaborative mindset. Adept at working independently or within cross-functional teams to deliver high-quality digital solutions.

Currently seeking a Web Designer/Developer role focused on creating engaging websites and web applications. Eager to apply my existing skill set while continuing to grow both personally and professionally within a dynamic and creative environment.

## DESIGN EXPERIENCE

May 2022 – Present

Direct Wines

### Digital Designer

- > Designed visually compelling and conversion-focused web pages in Figma to support wine sales and marketing initiatives.
- > Created targeted landing pages for limited-time offers and discounts, as well as full-scale campaign pages featuring multiple promotions.
- > Developed and maintained responsive landing pages using HTML, CSS, and JavaScript to ensure seamless user experiences across devices.
- > Produced engaging web banners as part of integrated marketing campaigns to drive traffic and boost product visibility.

Aug 2020 – May 2022

ShopTo.Net

### Web Designer / Graphic Designer

- > Working with game publishers (such as Sony and Nintendo) to create & execute effective marketing plans in order to drive sales for current and upcoming game releases.
- > Creating eye-catching & engaging web banners, emails and social media posts as part of marketing campaigns, to promote the sales of games and consoles on the website.
- > Using HTML and CSS to create email templates and landing pages.

Apr 2019 – July 31st, 2020

TaxCalc

### Digital Marketing Designer

- > Working in Sketch to design eye-catching emails that engage with potential customers and drive sales for the business.
- > Using HTML and CSS to code email templates that are responsive and look good on all email clients.
- > Using Campaign Monitor to assess the performance of emails on an individual and campaign wide basis, in order to make adjustments to any future emails and campaigns based on those assessments.

## HOBBIES AND INTERESTS

Deeply passionate about web design and development, with a strong commitment to continuous learning and staying up to date with emerging technologies. I enjoy reading science fiction and LitRPG novels, which fuel my creativity and problem-solving mindset. A devoted heavy metal fan, I regularly attend live concerts to see my favourite bands.

I also prioritise health and well-being by going to the gym regularly and staying physically active, which helps maintain focus, motivation, and a balanced lifestyle.

May 2018 – May 2019  
The Book People Ltd

### Junior Digital Designer

- > Working in Photoshop to create striking email and promotional banner designs to drive sales for the business.
- > Leasing with the marketing department to ensure all emails are to standard and sent out on time.
- > Using Adobe XD to mockup potential email designs and present them to the marketing department for approval.

## EDUCATION

2014 - 2018  
University of Portsmouth

### Graphic Design (BA) 2:1

A practice-based degree exploring Graphic Design through both digital and traditional media. Developed strong proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, After Effects), alongside hands-on experience with traditional techniques such as letterpress, screen printing, and bookbinding.

The course emphasized research-informed design and conceptual thinking. Key projects included information and interactive infographic design, title sequence creation, book and poster design, blog development, and professional presentation of creative work.

This course combines research and practical work, developing transferable skills in:

- > Conducting research using different tools and sources such as magazines and books. Using research to inform design and generate high quality outcomes.
- > Working independently to meet deadlines by setting own mini deadlines and managing workloads effectively.
- > Working with a team of peers and communicating over email/ phone and face to face in team meetings to produce an effective solution to a design problem.
- > Independently learning new software and software skills.
- > Presenting work to clients and peers and improving work if needed based on

### Royal Society of Arts Commendation – “Spot the Signs” Project

Received a commendation from the Royal Society of Arts for a mental health awareness campaign titled *Spot the Signs*, aimed at promoting better mental health in the workplace.

Presented the concept to a panel of judges at the RSA in London, delivering a 30-minute pitch that showcased the project's research, design strategy, and potential impact.

2012 - 2014  
BCA College, Burchett's Green

### BTEC Art & Design

Achieved grades: Distinction Star, Distinction, Distinction