

25+ YEARS' KNOWLEDGE & EXPERIENCE





About

Hello, I am Stephanie Young of saydesignUK. I thrive on creative challenges and deliver a bespoke client experience from concept to completion. Bringing an idea to life with the skills I have accumulated over 25+ years', I love getting my teeth into a project for the distance. I get a great satisfaction seeing my clients grow in their business while building long lasting relationships to establish a deeper understanding of their professional needs.

My professional journey began in 1993 as an art director for top advertising agencies in London and Edinburgh, including Saatchi and Saatchi and The Leith. Over the following years I worked in printing, marketing and publishing agencies. In 2004 I established saydesignUK in Brighton. This experience is what makes me stand out in comparison to other designers. With a wider perspective and an inside-out knowledge of the creative world, I can see a project from all angles. Being creative is in my DNA.

I am armed with a toolbox that enables me to undertake all graphic design responsibilities in print and digital design. Branding, promotions, publishing, web design and maintenance. Social media campaigning and event organising. Typography and creative writing. Project management, commissioning outsourcers, advising and developing marketing strategies. Working closely with clients throughout each stage of the conceptual and design process to achieve premium results within budget.

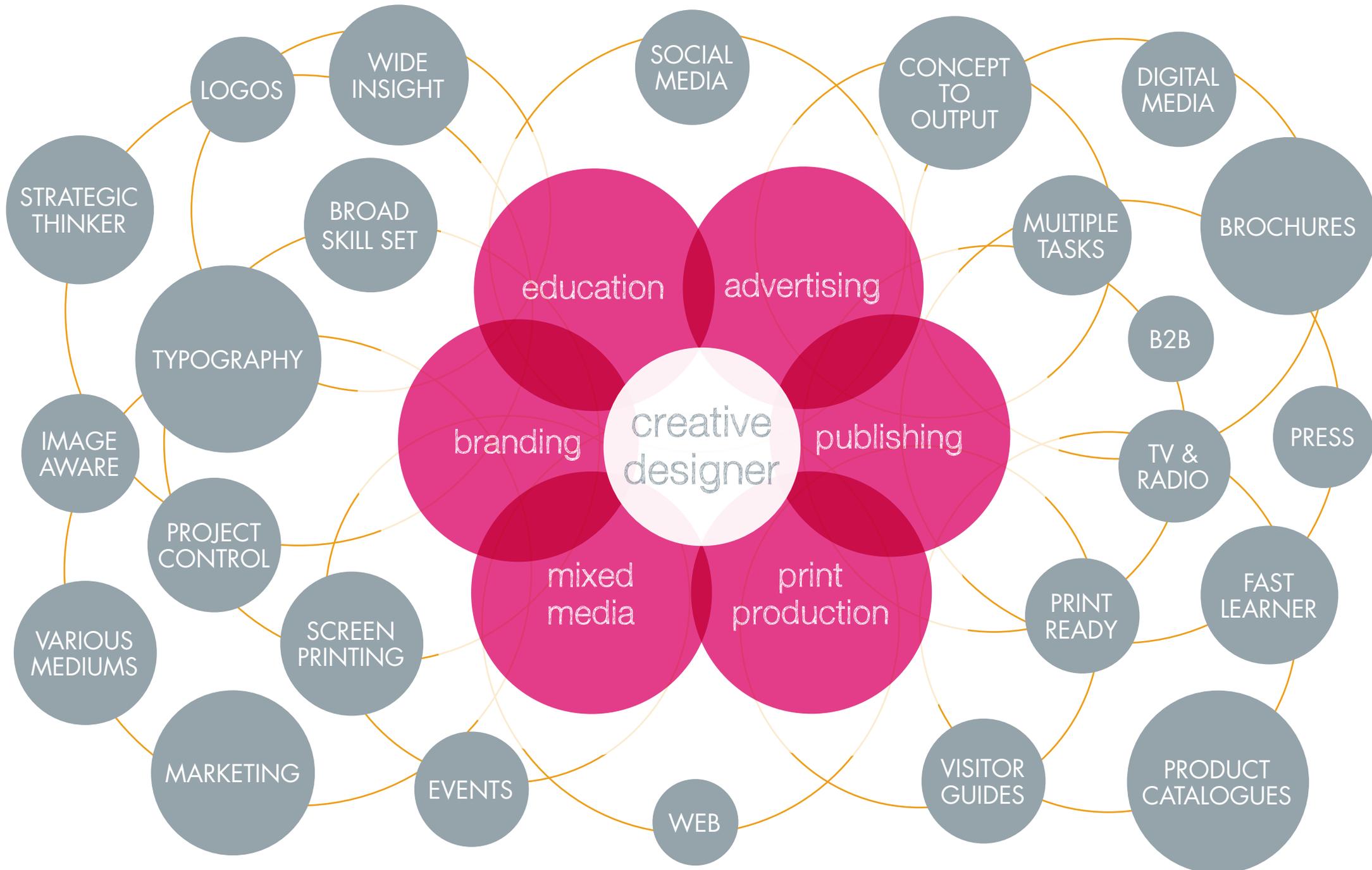
I have built a career working with global brands, city publications, entertainment venues, independent businesses, non-profit organisations, educational bodies and everything in-between.

Key Strengths

- Strategic thinking and creative problem solving from concept to final output for print and digital design.
- Undertaking all project requirements from concept, strategic marketing, branding, design, promotions, photography, illustrations, events and online representation.
- Branding and business development.
- Publishing; brochures, booklets and guides for print and digital download.
- Website design and social media setup. Supporting clients and giving tutorials.
- Working closely with clients, staff and outsourcers throughout each process to achieve premium results, while building strong, long-lasting relationships.
- Project manager, team member and a self-motivated individual.
- Remaining calm and focused when working to tight deadlines.
- Devising bespoke plans of action to suit all budget requirements.
- Embracing new challenges.

Utterly brilliant - exceptionally creative. Steph has a really broad range of skills from design to branding to Web design. She has done wonders for my business. Highly recommended.

Caroline Bartle,
CEO 3Spirit





Main Design Tools

Adobe CC	Wordpress
InDesign	Html principles
Photoshop	Microsoft Word
Illustrator	Excel
Acrobat / Interactive pdfs	Power Point

Education

2018	2009 - 2011	1993 - 1995	1991 - 1993
City and Guilds Social Media and Digital Marketing	Digital Video Editing, Dreamweaver and Flash	Higher National Diploma in Advertising	National Diploma in Media

2004 - 2020 Client Highlights

- **IPIECA** | Branding and guidelines. Corporate publications. Word and PowerPoint templates.
- **TARNER COMMUNITY PROJECT** | Concept development of 'GO' Join Our Club. Branding and event materials for print and digital use. Social media set-up.
- **DV8 SUSSEX** | Teaching young adults about branding and publishing youth magazines. Promotional materials.
- **REALISE COUNSELLING** | Branding, website design, Social media set-up and client tutorials.
- **SWAN PRESS** | Website design, hosting and email set-up. Social media campaign. Promotional materials.
- **3SPIRIT** | Website design and management. Infographics for training, staff rooms and social media. Training workbooks, course prospectuses and tender proposals.
- **CITY AND GUILDS KINEO** | E-Learning interactive pdfs with illustrations, rollovers, input text fields and web links. BP employment booklet.
- **BALFOUR INFANT SCHOOL** | Redesign prospectus.
- **BRIGHTON MARINA** | Website and branding development. Guidelines booklet. Venue materials: leaflets, site map, Gold Card conception and artwork, large format printing for MSCP and venue windows. Site, road and lamppost signage, sails and flags.
- **IDENTITY.UK** | Inflight editorial and product magazines. Airline materials, publishing and catalogues.
 - Air Mauritius redesign. Hermes gold winner
 - Virgin, Evelop and Easyjet - inflight magazines, web banners and crew guides.
 - J.Parkers - Wholesale and retail catalogues.
 - Forever England - product catalogue.
- **LGBT LAWYERS** | Branding to represent all ages, genders, identities and ethnic orientation in a modern, everyday style. Social media banners and visual posts.
- **SMART SIX** | Branding, supporting materials and photo pod artwork. Brighton Business Expo 2nd place winner.
- **OFFICE SWITCH** | Business concept. Branding. Digital brochure. Brighton Business Expo 3rd place winner.
- **BODY HAPPY** | Downloadable fitness program. Print and digital infographics.

“Loyal to the brand, consistent and efficient. Stephanie’s attitude and desire to provide a quality service is excellent. I can highly recommend her services.”

Kirsty Pollard,
Manager, Brighton Marina



I have found Stephanie's attention to detail, creative flair and professionalism an asset to my business. She has given our brand a much needed lift. ”

Joni Graham King
CEO, Green Goddess

Websites

- **3SPIRIT** | Care industry training.
www.3spirituk.com
- **TOM FOOLERY** | Coffee company and cafe.
www.tomfoolerycoffeecompany.co.uk
- **REALISE COUNSELLING** | Private counselling.
www.realisecounselling.co.uk
- **SWAN PRESS** | Printing company.
www.swanpress.co.uk

Branding and Logo Design

- **IPIECA** | Global oil and gas industry association.
- **REALISE COUNSELLING** | Private counselling.
- **GO** | Turner Community Project, 12-19's activities.
- **LGBT LAWYERS** | Law firm.
- **SMART SIX** | EPoS systems.
- **OFFICE SWITCH** | Moves, electrical and IT upgrades.
- **YOUR CLEAN SPACE** | Floor and soft furnishings.
- **GREEN GODDESS** | Natural non-toxic products.
- **KP MEDIA** | Public relations, promoter and manager.
- **BLAGGS** | LGBT sports organisation.
- **CROSSDRESSING LIFESTYLE** | YouTube TV channel.
- **SCRUFF TO FLUFF** | Dog groomers.
- **K9 CHALLENGE** | Fundraising event.
- **ZIO** | Café.

Employment 1993 - 2003

- **FUSION MARKETING** | 2001 - 2003
Head of graphic design team.
- **RIVERSIDE MEDIA** | 1999 - 2001
Graphic design and print production.
Image editing. Prepress.
- **INTERCARD** | 1998 - 1999
Head of creative department. Promotions,
direct mail, large format printing, photo retouching
and file conversions.
- **LEITH ADVERTISING AGENCY** | 1997 - 1998
Art director. Developed campaign strategies for top
brands such as Iron Bru.
- **IMPACT FCA ADVERTISING AGENCY** | 1995 - 1997
Art director. Concept development. Won a Bronze
Media Award for one of the first web providers.
This included a million pound TV commercial,
national press and direct mail.
- **ADVERTISING WORK PLACEMENTS** | 1993 - 1994
Saatchi and Saatchi. WRCS. TBWA. Art Director.

Galleries and Events

- **EGREMONT SPACE** | **CUBCULTURE**
Founder, administrator, event organising, fundraising,
print and digital marketing, promotions, social media,
brand identity, screen printing and mixed media.

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