

EVE CROSSLEY

DESIGNER



WHERE TO FIND ME



07850 666185



evecrossley@hotmail.com



LinkedIn



Barnsley, South Yorkshire



Portfolio | evecrossley.com



Full DBS check

I AM MORE THAN JUST A DESIGNER

With over 30 years of experience in design, I have evolved alongside the industry through print, digital, and social media. I am passionate about staying ahead of emerging trends, viral content, and the marketing strategies behind successful campaigns that drive engagement, growth, and sales - creating the complete package to manage and strengthen your online presence.

Over the past six months, I have further expanded my skill set through professional upskilling and training. Completing a Digital Marketing course has given me valuable insight into analytics, SEO, content planning, and email campaigns - all essential elements in delivering successful marketing strategies.

In addition, my AI training has provided me with a strong understanding of how AI can be utilised within business and creative industries. I now confidently use AI-assisted tools to support creative development, streamline workflows, and improve efficiency.

I have thoroughly enjoyed expanding into website creation, video editing, animation, and social media content design across all major trending platforms. Keeping up with current and viral trends is something I genuinely enjoy, ensuring my work remains fresh, engaging, and relevant.

My passion lies in continuously learning, developing, and adapting my skills while still valuing the strong creative foundations built through my print design background. I thrive on learning new techniques and technologies and pride myself on adapting quickly to new creative challenges.

By bringing all of these skills together, I can ensure branding and marketing remain visually consistent across print, digital, social media, and online platforms - helping businesses create a strong, professional, competitive and recognisable presence.

- Creative, dynamic, organised, and proactive
- Self-motivated, forward-thinking, confident, and enthusiastic
- Forward-thinking, strategic and with positive mindset
- Manage multiple projects and campaigns simultaneously
- Strong communication skills, liaising with internal departments, clients, and external suppliers
- Excellent organisational and resource management skills
- Work independently and supportive team player
- Methodical and diligent, with strong attention to detail
- Adaptable and quick to learn new skills, tools, and technologies

SOFTWARE & SYSTEMS

- Adobe Creative Suite
- Canva
- CapCut (Video editing)
- AI Systems
- Microsoft (Powerpoint, Excel & Word)
- Mac & PC proficient



Canva CapCut

SKILLS

- Branding
- Catalogues
- Brochures
- Magazines - digital & printed
- POS & packaging
- Direct mail
- Marketing collateral
- Social content creation and planning for all platforms
- Web banners & wireframes
- Infographics
- Reports
- Promo materials & events
- Digital newsletters

NEW QUALIFICATIONS FOR 2026 AT BARNSELY COLLEGE

AI and Emerging Technologies | April - June 2026

- Familiar with and highly enthusiastic about the role of AI within the design industry
- Use AI-assisted tools such as Adobe Firefly to create unique visual assets
- Strong understanding of how AI can support and improve creative workflows efficiently
- Exploring how AI can generate content and streamline business processes
- Developing a broader understanding of essential digital technologies enhanced by AI

Level 2 Digital Marketing | January - April 2026

- Social media marketing, content planning, email marketing and campaign management
- Understanding the role of digital marketing to target specific audiences and build successful digital campaigns.
- Understanding of SEO, analytics, and performance measurement to optimise campaign success
- Digital marketing for business development and brand growth
- Email campaign planning, scheduling, and audience engagement strategies

WHERE MY CAREER HAS TAKEN ME?



Freelance

Freelance Designer & Content Creation (January 2026 - Present)

This year has given me the opportunity to focus on significantly upskilling while working on creative social media content, web campaigns, and FMCG leaflet designs. I have also volunteered my creative skills for a major UK-based charity, planning content and creating social media assets to raise awareness and support fundraising initiatives.



Simplybiz Ltd
Huddersfield
(Redundancy)

Creative Designer (August 2022 - December 2025)

At Simplybiz, I established an internal design studio within the marketing department, delivering all design and branding requirements across the business. I led the rollout of a new brand identity through cross-team projects, supporting the company's strategic growth within the financial sector.

As Marketing Design Lead, I managed studio operations, coordinated creative resources across multiple channels, and used Asana to plan and track projects while monitoring team workflow and capacity.

My role included liaising with printers, recruiting and training junior designers, coordinating freelance support, and producing both print and digital marketing materials, including brochures, magazines, exhibition graphics, and online assets.

As brand guardian, I ensured all creative output remained visually engaging, strategically aligned, and consistent across all communications and platforms.



Freelance
Temp Contracts

Traffic Manager - CDS (July 2022 - August 2022)

Manage design requests for universities and emergency services, ensuring timely delivery, production quality, and cost-effective budget management.

Designer - Tomoro Agency (May - Dec 2022)



Home Decor Ltd
Sheffield
(Redundancy)

Senior Designer / Studio Manager (January 2020 - May 2022)

Manage the in-house creative team and freelancers, delivering projects for Sales, Export, and Marketing teams on time and to brand standards. Oversee workflow through Monday.com and liaise with printers and suppliers to ensure quality and consistency across all creative output.

- Print, online and social material
 - Brochures
 - Website wire frames
 - Training instruction videos
 - Mood-boards
 - Brand guidelines
 - Event collateral & POS
 - Photoshop CGI images
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Morphy Richards
Rotherham

Creative Designer (May 2015 - December 2019)

Designed and delivered graphics for both online and offline campaigns, ensuring consistent brand representation across all touchpoints. Collaborated with international teams to develop creative concepts through to final artwork.



Matchmakers International Ltd
Bradford

Graphic Designer (May 2014 - May 2015)

Established an in-house graphics studio, managed freelancers, and led the design and art direction of all marketing assets and photo shoots.

June 1996 - May 2014

My career began as an Artworker, building the strong attention to detail and high standards that have shaped my 30-year design career. Before the rise of social media and digital marketing, I designed catalogues, POS materials, and art-directed photoshoots for brands including Damart and Staples.

As a freelance designer, I created assets for brands including DFS, B&Q, Miller & Carter, Toby Carvery, and Harvester, consistently adapting to different brand guidelines and project requirements.

Alongside freelance projects, I also established my own ecommerce fancy dress business, which grew into a highly successful online brand.