

# EVE CROSSLEY

## GRAPHIC DESIGNER



### WHERE TO FIND ME

-  07850 666185
-  evecrossley@hotmail.com
-  Barnsley, South Yorkshire
-  30+ years industry experience

### WHAT I HAVE TO SAY ABOUT MYSELF

Versatile Designer specialising in building and leading in-house creative studios to reduce outsourcing costs and streamline production. A dedicated brand guardian with deep expertise in ensuring all creative output is consistent, high-quality, and fully aligned with brand standards.

Accustomed to thriving in fast-paced, deadline-driven environments, I bring a strategic mindset, strong communication skills, and a proactive, organised approach to every challenge. I'm a self-motivated forward thinker with a proven ability to juggle multiple priorities, solve problems efficiently, and make confident decisions under pressure.

Hard-working, reliable, and continuously seeking to streamline processes, I'm dedicated to driving creative excellence while improving productivity and achieving maximum efficiency across teams and projects.

- Self-motivated
- Enthusiastic
- Confident
- Reliable
- Strategic mindset
- Proactive leader
- Positive can-do attitude
- Strong organisational and resource management skills
- Design background knowledge
- Work independently and supportive team player
- Methodical and diligent, with strong attention to detail

### SKILLS

- Branding
- Online assets
- Artworking
- Brochures
- Magazines
- POS
- Logo Design
- Direct Mail
- Digital Assets for social posts
- Art Direction
- Moodboards
- Interactive PDF's

### WHAT I KNOW

- Microsoft (Powerpoint, Excel & Word)
- Monday & Asana (project management)
- Mac & PC proficient
- Adobe Creative Suite



### WHAT OTHERS HAVE TO SAY ABOUT ME

#### Andrew Briggs, Head of Creative at Home Decor Ltd

Eve has been an exceptional Senior Designer and Studio Manager in her time at Home Decor (2.5years). She has played a pivotal part in my creative team, leading numerous large jobs as well as managing my wider creative team - her experience in both design and artwork was invaluable. A very organised person, where all jobs were delivered on time and to brand standard.

Eve has an abundance of knowledge and project management skills, bringing great positivity to the wider team.

It's of great sadness that I had to lose her due to the current market decline - a team member I will greatly miss.

#### Phil Crampton, Partner at Tomoro Agency

Eve has worked with us throughout 2022 working on some of our global client briefs in the capacity of Senior Designer. This role saw Eve working to very tight deadlines and constantly delivering an excellent end product where for one campaign alone, we curated over 500 assets across France, Hungary, Romania and Spain.

Eve's honesty and integrity are some of her greatest attributes. Her honesty and comms skills mean she often highlights potential issues such as deadlines and resource matters meaning we address them in advance.

Often working remotely to very tight deadlines, we trusted Eve to get the job done on time and to budget and importantly, right first time. Eve never let us or our clients down and we had absolute trust in her promise to deliver.

## WHERE MY CAREER HAS TAKEN ME?



**Simplybiz Ltd**  
Huddersfield  
(Redundancy)

### **Design & Creative Manager** (August 2022 - December 2025)

My main objective at Simplybiz was to establish an internal design studio within the marketing department to deliver all design and branding requirements for the company. I led the implementation of a new brand identity, ensuring it supported and enhanced the company's strategic growth and future direction in the financial sector.

As Creative Manager, I oversaw the day-to-day operations of the studio - coordinating and allocating creative resources across multiple channels. Using Asana, I would plan, track, and report on projects to maintain full visibility of team capacity and workflow, proactively identifying potential resource challenges.

My role also involved liaising with printers to secure the best quality and value, managing recruitment, training junior designers, and coordinating freelance support. I designed and supported the production of printed brochures, magazines, flyers, event and exhibition materials, digital magazines, and online assets for multiple digital platforms.

As the company's brand guardian, I ensured all creative output was visually engaging, strategically aligned, and consistently reinforced the brand identity across every channel and communication.



**Freelance**  
Temp Contracts

### **Traffic Manager - CDS** (July 2022 - August 2022)

Manage and schedule incoming design requests from universities and emergency services, ensuring timely delivery and alignment with project requirements. Liaise directly with printers to oversee production quality and efficiency, while managing budgets and purchasing to maintain cost-effective operations.

### **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 to deliver internally driven briefs from Sales, Export, and Marketing teams, ensuring all projects are completed on time and to brand standards. Oversee planning, tracking, and reporting through Monday.com to maintain visibility of workload, progress, and deadlines. Liaise with external printers and suppliers to ensure quality, consistency, and alignment with creative and business objectives.

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



**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 a stand-alone in-house graphics studio, streamlining processes and reducing reliance on external agencies. Managed and hired freelancers to ensure deadlines and workload demands were consistently met. As the sole Graphic Designer, I led the design and creation of all marketing assets, including the art direction of photo shoots, ensuring a high-quality visual identity across all materials.

### **June 1996 - May 2014**

My career began as an Artworker, a role that unknowingly set the foundation for the high standards and attention to detail I've maintained throughout the past 30 years. Before social media and digital marketing, I designed catalogues, POS materials, and art-directed photoshoots for Damart and Staples.

As a freelance designer, I've also created a wide range of assets for brands including DFS, B&Q, Miller & Carter, Toby Carvery, and Harvester, adapting to different brand guidelines and project requirements while consistently delivering my high standard.