



TATIANA SCOTT-JONES BA (Hons) Graphic Design Graduate

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CONTACT

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PERSONAL PROFILE

A first-class-minded Graphic Design graduate with a passion for brand strategy, editorial layout, and contemporary visual culture. Combining strong conceptual thinking with tactile, analogue experimentation, including Risograph and screen printing. My practice is driven by deep research into global design aesthetics and the socio-economic impacts of visual communication. A proactive, reliable, and detail-oriented creative looking to bring a fresh perspective and a dedicated work ethic to a junior role within a forward-thinking design studio.

EDUCATION/QUALIFICATIONS

2023 – 2026 The University of Huddersfield

BA (Hons) Graphic Design and Animation

First -Class Hons

2024 – 2026 **Student Ambassador**

2023 – 2026 **Graphic Design Academic Representative**

Dealing with student voice matters and bring them to the attention of course leaders and tutors to maintain a positive environment for students and course mates as well as assess any changes to teaching styles and feedback on lectures to further maintain student satisfaction and a high level of student satisfaction. presenting feedback to a course committee as well as contacting course leaders in person/ emails/teams.

2021–2022 Llandrillo College, Rhos on Sea

Art Foundation Diploma in Foundation Studies (Level 3/4)

Overall Grade: Merit

EDUCATION/QUALIFICATIONS

2014-2021 Eirias High School, Colwyn Bay

3 A levels **Grades:** Art **A** Product Design **B** History **B**

10 GCSEs **Grades: A-C** including – Graphic Design **A**, English **A**, Maths **C**,

TECHNICAL SKILLS

Design Software: Blender, Adobe Illustrator, InDesign, Photoshop, Figma

Creative Skills: UX design, Lino printing, Drawing, Typography, Collage techniques, Motion graphics, Animation, creative coding, Blender, Adobe package.

Social Media: Instagram, TikTok

Microsoft Office: Word, Teams. Mac User

EXPERIENCE IN GRAPHIC DESIGN

- **D&AD New Blood Live Brief (Novartis):** Developed a comprehensive strategic rebrand and campaign launch targeting a specific 45–55 US demographic, focusing on brand engagement and public health awareness.
- **Self-Directed Final Year Practice:** Managed independent design briefs from concept to completion, refining skills in creative direction, brand strategy, and complex problem-solving.
- **Critical Research & Dissertation:** Conducted deep-dive research into the socio-economic impact of graphic design, critically analysing the relationship between commercial capitalism, marketing, and environmental issues like global warming.
- **Studio-Ready Skills:** Developed a versatile portfolio across the first and second years by executing diverse briefs spanning editorial layout, visual identity, typography, and digital design.

Freelance Graphic Designer

2018 – Present

- Collaborate with clients, including musicians and companies such as Film Buddy, to deliver tailored design solutions.
- Design album covers, promotional posters, and social media content for platforms such as Instagram and Spotify.
- Coordinated photoshoots, sourcing and editing images to create high-quality visuals.
- Manage project timelines and deliverables, ensuring designs were completed on schedule and met professional standards.

OTHER PART-TIME WORK

Visual Coordinator | IKEA, Leeds

Collaborated with the visual merchandising team to execute in-store seasonal campaigns and maintain strict brand display guidelines.

Gained valuable insight into commercial spatial design, layout structures, and large-scale consumer navigation.

Customer Assistant | Lidl, Huddersfield

Thrived in a fast-paced, high-volume retail environment, requiring rapid problem-solving, adaptability, and efficient time management under pressure.

Communicated effectively with a massive demographic of customers daily, building strong interpersonal skills.

Shop Floor Assistant | Primark, Huddersfield 2020 – 2024

Maintained a four-year tenure while balancing university studies, demonstrating exceptional reliability, dedication, and time-management skills.

Collaborated closely with team members to ensure product presentations were engaging, accessible, and aligned with company visual merchandising standards.

INTERESTS

- **Riso Printing and Screenprint** – A passion for tactile design and traditional print processes. I love stepping away from the screen to experiment with tactile printmaking.
- **Analogue collage** – Exploring composition and visual storytelling by combining sourced imagery from vintage magazines, vintage typography and mixed media.
- **Language and global design** – Passionate about learning new languages, currently focusing on Chinese. I love immersing myself in different cultures to explore how language shapes visual communication, typography and Eastern design styles.