

HELEN STEAD

VISUAL DESIGNER

Hello, I'm Helen, a visual designer currently based in Berlin with a passion for developing brand identities through print and digital assets. I have over 4 years experience working in Italy, France, India, Switzerland and U.K for a range of international clients all over the world.



Urbanara

Berlin, Germany
(Present)

Visual Designer

- Designed digital projects and promotional campaigns for an e-commerce brand
- Developed creative concepts in collaboration with marketing and content teams
- Brand identity: developed icons, colour palettes and adobe libraries for graphic team
- Designed landing pages, wireframes and prototypes in collaboration with senior designers

Koch & Co.

Berlin / New Delhi
(Sept '15 - Apr '16)

Co-founder / Creative Director

- Designed the brand identity and web experience for a luxury e-commerce brand
- Designed and sourced the product and packaging based on initial consumer research
- Developed user persona's and monitored analytics to create an cohesive user experience
- Organised photo shoots, trade shows and partnerships based on brand guidelines

Freelance

International
(Sep '14 - Apr '16)

Visual Designer

- Developed brand identities for a range of young brands (Chicasual, Regina)
- Designed iconography, typography, colour palettes, websites and print assets
- Developed and presented creative concepts to executives and IT teams

HEC Paris

Paris, France
(Apr '12 - Aug '14)

Lead Designer

- Lead designer for a quarterly digital arts & culture publication 'Happenings'
- Created style guides and saw the design through to print/digital production
- Designed the brand identity and digital experience for the publication

EDUCATION

University of
Salford

BA Hons. Visual Arts (2012)

Liverpool College

Art & Design Foundation Degree (2009)



SOME HAPPY CLIENTS

Fleur de Press Paris • **Ubelly** London • **20to30.com** New York • **Ralph Kerle** Melbourne
• **HEC Paris**, Paris • **Associazione Culturale Welcome** Padova, Italy • **TEDXSalford** Salford
• **Creative Future Enterprises** Riga • **BBC** Manchester • **Kevin Mackay** California • **Regina Magazine** Berlin • **EF Education** Zurich • **A La Modé** London • **Jackman Reinvents** Toronto
• **Alice Joyce** San Francisco • **The Guardian** London • **Cosmopolitan** New Delhi



DESIGN & SOFTWARE SKILLS

Software Skills

INDESIGN ● ● ● ● ●
PHOTOSHOP ● ● ● ● ●
ILLUSTRATOR ● ● ● ● ●
SKETCH ● ● ● ● ●

Web Skills

HTML ● ● ● ● ●
FRONTIFY ● ● ● ● ●
CSS & SEO ● ● ● ● ●
INVISION ● ● ● ● ●



PASSIONS

I'm passionate about beautiful layout design, typography and how that translates across both print and digital assets. I love creating and strengthening brand identities through iconography, typography, colour theory and layout design.

www.helenastead.com

