

Senior Graphic Designer

# Bella Hall



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## About Me

I'm Bella, a graphic designer with a love for digital media and UX/UI design. My passion lies in creating impactful and user-centric digital experiences. With a meticulous approach to design, I specialize in marrying aesthetics with functionality, ensuring seamless and engaging interactions. Throughout my career, I have demonstrated a commitment to delivering high-quality work that not only meets but exceeds expectations. I approach each project with dedication, precision, and a drive to continuously elevate the standards of graphic design.

## Education

2016 - 2020

BACHELOR OF GRAPHIC ARTS

Nossi College of Art

## Skills

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe XD

Klayvio

Figma

Sketch

HTML/CSS

JavaScript

Microsoft Office

## Experience

2024 - PRESENT

SENIOR GRAPHIC DESIGNER

Olive & June

Designed and developed visual assets for Olive & June's product line, including press-on nails, nail polish, nail care tools, and kits. Created packaging designs and in-store visual merchandising for major retail partners such as Walmart, Target, CVS, and Walgreens. Lead creative direction and visual identity for new product launches and seasonal campaigns. Designed digital marketing assets such as promotional emails, website landing pages, and digital advertisements.

2021 - 2024

LEAD DIGITAL DESIGNER

Altar'd State, Arula & AS Revival

Led all aspects of digital design, including website design and paid digital media campaigns. I conceptualized and implemented seasonal digital packages to highlight beauty and fashion trends for guests throughout the year. My responsibilities extended to directing and designing website UX/UI while closely collaborating with developers to ensure seamless integration.

2020 - 2021

CREATIVE MARKETING DESIGNER

The Unstoppable Woman

Oversaw the creation of website and social media designs, ensuring a cohesive and visually compelling online presence for the brand. Additionally, my responsibilities included the design and development of user packages tailored to clients, showcasing the brand's offerings and services in a visually engaging manner.

2019-2020

FREELANCE GRAPHIC DESIGNER

Pyxl

Worked with multiple clients creating brand identity packages and managing the overall digital experience.

## Fun Facts

- I have an Australian Shepard named River.
- I'm a certified scuba diver.
- I read 96 books last year alone.