

Francesca Pike

Designer | Portfolio: frankie-pike.com | 07449 294 829 | frankiepike@live.co.uk | [LinkedIn](#)

SUMMARY

Multi-disciplinary designer with 7+ years' experience spanning print and digital marketing assets, brand identity, and UI/UX design using the Adobe Suite, Figma, and AI tools. Skilled in website and email development with HTML/CSS, JavaScript and React, bridging frontend development with creative design. Experienced in typography and maintaining brand consistency across multiple channel touchpoints while delivering in fast-paced, collaborative environments.

EXPERIENCE

Freelance Designer

Nov 2023 – Present

- Successfully manage relationships with 9+ clients across diverse industries, consistently receiving positive feedback for responsiveness, professionalism, and quality of support
- Delivered complete brand identity systems for 5+ clients, with 80% of clients reporting improved brand recognition
- Developed 4 complete and responsive websites, delivering all projects on time through integration of Figma layouts, Adobe assets, and CMS deployment on WordPress and Squarespace
- Produced 50+ marketing assets including social media templates, videos, book page layouts, and leaflets that streamlined client workflows, saving their internal design teams time and improving brand consistency
- Frequently trusted to advise on both design and development strategy, bridging the gap for clients unfamiliar with either domain

Makers Academy: Software Engineering Programme

London, UK | Sep 2024 – Jan 2025

An intensive 16-week full-time programme where I honed my skills in designing and creating web applications using HTML, CSS, JavaScript, Next.js, Python, and React. View projects at: frankie-pike.com.

- Delivered 3 full-scale web applications, leading on responsive web design while maintaining usability and brand feel
- Successfully project managed a 7-person team using agile methods, facilitating standups, assigning tasks, and ensuring deliverables were submitted on or before time
- Recognised as the team's point of reference for design & UI/UX guidance and the final quality checkpoint before deployment, guaranteeing cohesive and user-centred design throughout all 3 web applications

Career Break | Travel

Sep 2022 – Sep 2023

Ohme EV Charging

Brand Design Manager

Aug 2020 – Aug 2022

- Increased sales by 35% through a website redesign, delivered 2 weeks ahead of launch schedule, in collaboration with agencies and dev teams
- Reduced partner onboarding time by 30% by developing new training pack (manuals, videos, portal) on own initiative
- Exceeded role expectations by producing copy for blogs, website and emails, and training customer care team on effective communication, reducing call times by 15%
- Reduced usability complaint by 50% in 3 months through app design improvements and testing with 20+ users
- Guided a junior designer to achieve 90% first-round approval on campaign assets, reducing revision cycles

Marketing Executive (Design Focus)

Jul 2019 – Aug 2020

- Increased engagement and maintained brand consistency through content creation and social media strategies
- Improved site functionality, performance, and user experience through strategic design optimisations
- Designed diverse marketing materials including CRM templates, C-suite stakeholder presentations, brochures, print advertisements, and event collateral, ensuring strict adherence to brand guidelines and specifications
- Led end-to-end trade show execution, collaborating with external providers for promotional merchandise, 3D product renders, photography, and event supplies while coordinating staff to ensure flawless event delivery

Career Break | Travel | 2018/19

Marketing Executive & Secretariat | Wilson James | 2018

Marketing & HR Assistant | Fortem Solutions LTD | 2017

EDUCATION

Anglia Ruskin University

Illustration BA (Hons) | 2:2

2013 - 2016