

Victoria Emel

victoriaemeldesign.com

About me: I'm an energetic, self-motivated designer with strong communication skills and a genuine passion for creating thoughtful, engaging work. My drive, ambition, and natural enthusiasm make me a valuable team member who consistently delivers fresh, flexible, and effective design solutions that align with client objectives. I'm passionate about making things — and even more passionate about making them better.

Stats

Name: Victoria Emel

Mobile: +61 (0) 422 570 728

Email: victoriaemel@yahoo.com

Nationality: British

Sex: Female

Education:

Bathspa University,
BA (Hons) Graphic Design,
Somerset, 09/1998 – 07/2001

Cheltenham College,
Foundation in Art and Design,
Gloucestershire, 09/1997 – 07/1998

Malvern College,
3 'A' Levels,
Worcestershire, 09/1995 – 07/1997

Homefield School,
8 GCSE's,
Dorset, 09/1990 – 07/1995

Employment History

Freelance Designer

2016 – Present

My role: Since relocating from London, I have continued working remotely with long-term clients and agencies while collaborating with start-ups and independent businesses in Singapore. I deliver strategic, adaptable design solutions across branding, print, social media, marketing communications, publications, campaign collateral, and POS, with a strong focus on building collaborative client relationships and supporting growing brands.

Selected clients include:

Popbands, Pineapple Consulting, Topra, Ivydale, Lidl, Expat Consulting

Victoria Emel Limited

Designer, 2011 – 2016

My role: Worked extensively across London and the surrounding areas as a freelance designer, specialising in brochure design, branding, direct mail, POS, and magazine layout. During this time, I also developed strong skills designing for social media channels and became highly adaptable, quickly integrating into different teams, agencies, and working environments.

Selected clients included:

HarperCollins, LEGO, Marks & Spencer, Regus, Majestic Wine

Haygarth

Designer, London, 2007 – 2011

My role: Created branding, guidelines, brochures, retail communications, and POS solutions for a range of well-known consumer and corporate brands. Worked within a fast-paced agency environment delivering creative solutions across both print and campaign-based projects.

Selected clients included:

Disney, Nokia, Signet, BAA, Premier Foods

Network Lifestyle Magazines

Designer, London, 2004 – 2007

My role: Designed high-end lifestyle and luxury publications for hotels, restaurants, and premium jewellers across the UK and Ireland. This role strengthened my typography, editorial, and publication design skills while developing an eye for refined visual storytelling.

Selected clients include:

Relais & Châteaux, Small Luxury Hotels of the World, De Beers, Boodles

Oscar Group

Designer, 2003 – 2004

My role: Developed creative solutions across branding, brochures, exhibitions, packaging, promotional materials, and POS. Managed projects from concept through to final production while building strong client relationships and identifying additional opportunities for brand growth.

Village Design

Designer, 2001 – 2003

My role: Produced creative design solutions across branding and property marketing projects for a range of national clients and developers.

Origin Publishing

Junior Designer, 2000 – 2001

My role: Created layouts and editorial design for specialist consumer magazines, developing strong foundational skills in typography, page design, and print production.

Professional Assets

- 20+ years' experience across freelance, agency, publishing, and in-house design
- Expertise in branding, print, social media, marketing communications, and visual design
- Friendly, collaborative approach with a strong focus on building lasting client relationships
- Experienced working with start-ups, independent businesses, and established brands
- Able to translate ideas into clear, engaging, and commercially effective design solutions
- Adaptable and reliable, with experience managing projects from concept through to final production
- Strong typography, layout, and communication skills with excellent attention to detail

Key skills

- Branding & Visual Identity
- Print & Editorial Design
- Brochure & Publication Design
- Social Media Content Design
- Marketing Communications
- POS & Campaign Collateral
- Typography & Layout Design
- Creative Concept Development
- Client Relationship Management
- Art Direction
- Adobe Creative Suite
- Brand Guidelines
- Print Production
- Visual Storytelling

Other interests

Outside of design, I spend most of my time behind the lens of my camera. Inspiration comes from everywhere around me — travel, photography, magazines, the outdoors, and the inspiring people I'm fortunate to call friends and family.

References available on request