

Victoria Astrid Bushby

DETAILS

DOB: 17/09/78

Nationality: Dutch

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EDUCATION

Cumbria College of Art & Design
1997 – 2001

BA (Hons) Graphic Design

BTEC Diploma in Foundation
Studies in Art and Design

Trinity School, Carlisle
1990–1997

A Level: Art

Design Technology Mathematics

GCSE: 9 grades A / B

PROFILE

I am a seasoned creative graphic designer with over 25 years of experience in managing all facets of the design process. My career reflects a solid track record of blending creativity with reliability, and eye for detail, consistently meeting deadlines, collaborating with clients, and executing projects from concept to completion.

WORK EXPERIENCE

Story Homes

Marketing Executive

October 2024 – Present

Working as a Regional Marketing Executive at Story Homes in Carlisle, I have developed a well-rounded skill set and deep understanding of the property sector. My role centres around planning and delivering multi-channel marketing campaigns to drive brand awareness and support sales objectives across the developments. I work closely with internal teams and external agencies, managing everything from signage and brochures to digital advertising and on-site branding. With a strong focus on customer experience, I ensure all marketing activity aligns with the brand values and quality of Story homes.

H&H Reeds

Creative Lead

January 2019 – October 2024

Starting as a Graphic Designer and advancing to Creative Lead, I have honed a diverse skill set and gained comprehensive experience. A key aspect of my role involves client interaction, which I find highly rewarding. Acting as an extension of our clients' marketing teams, I support their brands across print, signage, digital, and web platforms. My expertise encompasses signage manufacturing and materials, print pre-press and production, and digital marketing asset creation. I have a strong passion for branding, whether developing new brands or refreshing existing ones, and I am dedicated to maintaining brand consistency through supporting assets and guidelines.

Self-Employed

Freelance Designer

July 2013 – January 2019

During this period, I worked freelance whilst raising my two children. I managed all aspects of graphic design and some web design for a variety of clients, including Lloyd's Register in London and Cumbria Constabulary. I also undertook a six-month exclusive contract designing personalized gifts, which involved creating the designs, personalizing items, conducting photography, and producing promotional sales graphics for both web and print.

Connexions Group

Graphic & Web Designer

October 2011 – July 2013

In this dual role, I developed my web design skills, including proficiency in WordPress. I created designs for various websites, collaborating closely with the development team to bring these designs to life. My responsibilities included client consultations to understand their needs, working within a team to communicate design concepts, and adhering to strict deadlines.

CLIENT PROJECTS

Lloyd's Register
Cumbria Constabulary
Cumberland Building Society
Cumberland Estate Agents
Theatre by the Lake
Carlisle United
Nilfisk Alto
Lake District Hotels
Carr's Billington
Witherslack Group
H&H Group
Story Homes
Dodd & Co
Hugh Crane
CIEL Hotels
First Engineering

SOFTWARE SKILLS

Adobe Creative Suite
InDesign
Illustrator
PhotoShop
Microsoft Office
WordPress
MailChimp

PERSONAL SKILLS

Communication
Creativity
Team Player
Organisation
Proactiveness

Lake District Hotels

Graphic Designer & Marketing Coordinator
August 2010 – August 2011

This newly created role within the marketing team involved comprehensive graphic design duties, from social media and direct mail to email marketing, print, and online advertising campaigns. I managed deadlines, coordinated with publications, and produced promotional literature. I played a significant role in the complete rebrand of the hotel group, contributing to the redesign of the website and ensuring cohesive branding across all six hotels.

Tennant Design

Graphic Designer
May 2004 – August 2010

In this dynamic design studio, I worked on a wide range of projects, from point-of-sale displays to TV advertising. My role involved close collaboration with printers, animators, and sign makers to deliver diverse design solutions. Notable achievements include the complete rebrand of Cumberland Estate Agents and the successful "Be more than a number" campaign for Cumberland Building Society, which significantly increased new account openings.

Cumbria Institute of the Arts

In-house Graphic Designer
December 2002 – May 2004

Working alongside the design manager, I gained valuable experience in print design. My duties included creating marketing literature and working on projects for external clients, such as brochures, leaflets, corporate identities, and published books. Client liaison was a key part of my role, ensuring strong relationships and successful project outcomes. Additionally, I collaborated with local printers to deepen my understanding of the print process, including colour profiles and paper stock selection.

Rol Design

Architectural Assistant
September 2001 - December 2002

Working at my father's architectural practice after graduation provided valuable insights into the working world. Growing up around architecture, I was excited to apply my personal design skills in AutoCAD to create 2D plans and 3D renderings. This role not only enhanced my customer relations skills but also deepened my passion for all aspects of design.

PORTFOLIO

victoriabushby.com

REFERENCES

Available upon request.