

PROFILE

Hi, I am Bella!
I am a creative designer with a strong passion for human authenticity and storytelling.

I am a versatile creative designer specialising in branding, social media, content creation and video.

I am enthusiastic about the creative nature of humankind and constantly seek new ways to express my creativity while fostering a sense of community.

CORE VALUE

Earth & Humanity

EDUCATION

2011-2014

HND Visual Arts.

Francisco Franco, Portugal

2014-2017

HND Graphic Design.

City of Glasgow College

2017-2020

BA Hons Graphic Design.

University of Edinburgh

2022

MA Digital Marketing.

Tigers Ltd.

LANGUAGES

Spanish and Portuguese

Native or bilingual proficiency.

English

Professional working proficiency.

INTERESTS

Well-being
Copywriting
Filmmaking
Photography
Music Production

EXPERIENCE

2020

Workshop Facilitator, Baillieston Community Care

Facilitated the We Can workshop series, educating the elderly on the power of design. Developed and implemented strategies for creating elderly-friendly workshops.

2020-Present

In-house Designer, Tigers Group

Ensuring brand consistency through content creation, social media design, film, photography, branding, web, and print. Creating relevant content aligned with business goals across social media, reflecting current trends and analytics.

Managing communication across organisations and directing teams and apprentices on social media campaigns. Creating evergreen and trendy content to engage diverse audiences.

2022-2024

Brand Supporter, Magic Of The Andes

Streamlined start-up business communications by designing the website and creating promotional content for a Cacao Ceremony course and services, focusing on user optimisation and experience design.

2023-2024

Creative Coordinator, Migrant Women Press

Directed a start-up press through their brand discovery process, helping the team define their vision. Facilitated workshops and implemented user research, creating a brand strategy with the community in mind.

SKILLS

Branding & Illustration
Video & Photography
Motion Graphics
Content Creation
Research & Strategy
Adobe Creative Suite

ACHIEVEMENTS

2017

Graphic Design Scotland Fest

Selected as one of the semifinalists for a live project, where I created an empowering campaign for immigrants called Emigreat.

2021-2024

Re-brand for Tigers Group

In partnership with studio VS&YO, Supported a comprehensive business rebrand in 2021, gaining valuable experience in branding strategy and illustration design for the entire group.

2023

Ace Aware Nation Experience

Managed social media live posts for their Twitter account with 21K followers during the Ace Aware Nation event featuring Gabor Maté.

2023

The Close Community Experience

Produced event branding materials and marketing for The Close Community, featuring keynote speaker Kate Silverton.

2023

Tigers School's Campaign

Designed optimised content for TikTok as part of a team, engaging with Glasgow high schoolers and gaining up to 50-100K views and 5K likes.

WORKSHOPS:

2020-Present

Daring Ventures

Monthly workshops exploring and gaining proficiency in attachment science & brain development with Dr. Suzanne Zeedyke.