

ESTEE ALLENO - POWELL

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RELEVANT SKILLS

- Proficient in Adobe Photoshop, Illustrator, InDesign & Premier Pro
- Can work to briefs and branding guidelines, and meet tight deadlines.
- Polite and professional in person, over the phone and email.
- Organised, can keep on top of project management and client liaison.
- Holds a valid Working with Children check and Police Background check.

EDUCATION

Digital Marketing Bachelors
Birmingham City University, UK
First Class Honours
(2020 - 2021)

Illustration & Visual Communication
University of Westminster, London
Higher National Diploma
(2015 - 2017)

Art and Design
Hereford College of Art, UK
Foundation Diploma
(2013 - 2014)

AWARDS

'Mark on Melbourne'
Drawing Competition
First Prize
2025

World Illustration Awards
Site Specific Category (Murals)
New Talent, Highly Commended
Award
2020

References upon request

PROFESSIONAL STATEMENT

A creative all-rounder, with 12 years experience in many different digital and physical formats to visually elevate businesses and social areas. All whilst maintaining a 'no job too big' mindset and exceeding on deliverables and visual identities.

After relocating to Australia 2.5 years ago, I've worked in hospitality while settling in Melbourne and continuing freelance creative work part-time. I am now looking to move back into a full-time role with the possibility of sponsorship.

EXPERIENCE

Estée Angéline Creative Services

2015 - Present (UK & Australia)

Freelance business supporting businesses with all their visual requirements such as: Illustration/Artwork (pixel and vector)/Logos & Branding/ Graphic Design/ Packaging Design/Design for Print / Mural Design and Painting / Social media campaigns/ Sign Writing / Spray Painting/ Live Drawing

Noteable Past Freelance Projects and Roles:

- Graphic Designer & Brand Guardian for Worcester Light Night Festivals with Severn Arts – 2021 - 2024
- Graphic Designer and Identity Creator for Atmosphere Festival - 2022
- Graphic Designer, Illustrator, Identity Creator and Head Marketer for The Rising Festival - 2022
- Mural Artist for Worcester Paint Festival - 2021 & 2023
- Lead artist in Worcester Council creative initiative to brighten up the city – 2022/2023
- In-house photography remastering assistant at Format Film Labs - 2024
- Artist and Designer for Revolver Upstairs 2024 - 2026
- Facilitator for femme-friendly graffiti workshop at Fitzroy Youth Centre - 2025
- Mural assistant to Brisbane mural artist Knives Only - 2026

In-house Illustrator and Graphic Designer - We Are Beard

May 2022 - May 2023 (UK)

Assisting the Head of Illustration on all tasks / Logo & branding / Book Illustration / Packaging design/ Design for print / In-house and on-site work / Live drawing and murals / Tight deadlines/ High-spec clients / Vector and pixel-based design.

Supporting Mid-Weight Digital Designer - Mooch Agency

Sept 2021 - Jan 2022 (UK)

COVID support role / Graphic design / Branding & logo design / Social media content creation / Advertising assets / Animations / Retainer work for B2C and B2B companies.

Intern Graphic Designer - Mookie Toys

May 2020 - Nov 2020 (UK)

6-month position / Toy packaging design and illustration / Producing toy manuals / Assisting in new product development / Assisting and styling photoshoots / Photo editing / Working closely with CAD and production operators / Factory and manufacturer liaison.

Visual Merchandiser - Debenhams / Marks and Spencer

2017 - 2020 (UK)

Window and mannequin dressing / Understanding the customer journey / Utilising the stores' key products / Understanding key trends / Working individually and as a team / Constructing and implementing POS / Fast-paced work with tight deadlines / Utilising personal creativity when required.