



# Stephen Phillips

Graphic Designer

[stephenphillipsdesign.com](http://stephenphillipsdesign.com)

[stephen-phillips-design](https://www.behance.net/stephen-phillips-design)

[stephenphillips7](https://www.linkedin.com/in/stephenphillips7)



## Contact

- [hello@stephenphillipsdesign.com](mailto:hello@stephenphillipsdesign.com)
- 07834 473 570
- Princes Risborough  
Buckinghamshire

## Qualifications

### CITY & GUILDS:

#### RETAIL MANAGEMENT FOUNDATION

Oxford Summer School | July 2013

### BSC HONS: COMPUTER STUDIES 2:2

University of Brighton | June 2003

## Knowledge

- Advertising
- Branding
- Concept design
- Digital design
- Email design
- HTML / CSS
- Large format print
- Point of sale
- Web/UI design

## Strengths

- Communication
- Creativity
- Flexibility
- Management
- Organisation
- Planning
- Teamwork
- Time management

## Software Skills

- InDesign
- Illustrator
- Photoshop
- Sketch
- Figma
- After Effects
- Dimension
- Jira
- Microsoft Office

## Profile

Experienced graphic designer skilled in retail design across multiple channels. Specialises in brand, print, and digital design to enhance customer experiences, increase brand awareness, and drive sales. Collaborative team player with a keen eye for detail and brand consistency. Committed to exceeding client expectations through creative and passionate work for retail brand success.

## Experience

### CREATIVE DESIGNER | DREAMS | APR 2016-PRESENT

Accountable for managing the three Dreams Group brands (Dreams, Feather&Black, and Sleep&Snooze) in both digital and print media. Collaborate with in-house designers, freelancers, and external partners to ensure brand consistency and strength across all channels.

- Enhanced website traffic and conversion rates through a Feather&Black brand refresh.
- Developed a cost-effective store brand wall layout for Dreams, reducing costs and installation time by up to 50%.
- Successfully managed the Dreams re-brand roll-out across multiple channels, meeting all deadlines.

### GRAPHIC DESIGNER | FREELANCE | SEPT 2015 - APR 2016

Worked with external clients to manage and create projects, meeting brief requirements within schedule and budget.

### PRODUCTION MANAGER | THE PERFUME SHOP | SEPT 2014 - SEPT 2015

Oversaw planning of design projects across various channels, ensuring on-time and on-budget completion. Collaborated with external partners and the in-house design team to meet all requirements and schedules.

- Achieved a 40% reduction in print costs through the design and implementation of reusable promotional stands.
- Expanded advertising reach with the roll-out of digital posters in 100 stores.

### CREATIVE DESIGN MANAGER | THE PERFUME SHOP | SEPT 2012 - SEPT 2014

Managed the in-house design team, ensuring the successful completion of daily production and project briefs on-time and on-budget.

- Worked with external partners to define project requirements, achieving a consistent brand look across 270 stores.
- Established 'The Perfume School' training scheme, which expanded to other A.S. Watson businesses due to its success.

### GRAPHIC DESIGNER | THE PERFUME SHOP | APR 2011 - SEPT 2012

Responsible for creating promotional and brand assets and managing print jobs, ensuring on time and budget delivery.

- Streamlined price ticket production by 50% through the creation of an automated system
- Ensured all point-of-sale and internal marketing requests were completed within 3 working days.

### GRAPHIC DESIGNER/ POINT OF SALE CO-ORDINATOR | THE PERFUME SHOP | JUNE 2008 - APR 2011

Ensured the creation of promotional signage and bespoke marketing requests were completed on time and within budget.