



JAKE HODSON

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ME

Creative and detail-driven Digital Designer with over 12 years experience producing high-quality print and digital assets for retail and promotional environments. Skilled in delivering compelling designs across internal and customer-facing channels – from leaflets and posters to social media graphics and digital signage. Adept in Adobe InDesign and Photoshop, with additional experience in Illustrator, After Effects, Final Cut Pro and Canva animations. A reliable and adaptable team member with a strong eye for layout, typography, and brand consistency. Committed to developing new skills and taking on fresh challenges.

EDUCATION

Higher National Diploma in Graphic Design

Solihull College, Solihull

September 2009 - July 2012

Additional Courses / Training

Adobe Illustrator, Photoshop and Indesign

Motion Graphics in Canva and Affect effects

Final Cut Pro - Level 1

CORE SKILLS

- Print Design
- Digital Design
- Adobe Creative Suite
- Motion & Animation
- Typography & Layout Design
- Retail Branding & Promotions
- Internal Communications Design
- Asset Preparation for Print & Digital
- Stakeholder Collaboration
- Time Management & Multi-tasking
- Critical Thinking
- Problem solving

EXPERIENCE

Digital Designer

Central Co-op, Lichfield

January 2013 - Present

12 YRS

Deliver creative and engaging graphic design solutions by developing artwork, layouts, and multimedia content. This includes high-quality video, audio, and motion animation; tailored for online, in-store, and print marketing campaigns.

Led the creative design on internal and external signage for new and regenerating stores.

Supported the setup and deployment of animated content using Canva, contributing to the business's transition to dynamic display content.

Liaise with internal and external customers to create concept and manage expectations.

Work to brand guidelines and best practices to maintain consistency across all produced artwork

Ensure work is suitable for all channels.

Worked effectively to minimise wastage, be cost effective and adhere to deadlines for fast paced retail campaigns.

Customer Service Assistant

Midlands Co-operative, Solihull

October 2009 - January 2013

3 YRS

Deliver excellent customer service and resolve customer complaints

Accurate cash handling and POS operation

Restocking of produce, ensuring correct product rotation and maintaining display standards

References available on request.