CARLY WILLIAMS

LinkedIn: linkedin.com/in/carly-williams | **Portfolio:** carlymathews.co.uk
Email: carly.mathews@outlook.com | **Phone:** 07989 125 748

PROFESSIONAL SUMMARY

Versatile and collaborative Graphic Designer with more than 13 years' experience creating impactful, audience-focused design solutions across print, digital and social channels. Committed to accessible and inclusive design, with expertise in developing engaging visual communications that strengthen brand presence and support business objectives. Recognised for building strong stakeholder relationships, managing multiple priorities and delivering high-quality creative work with exceptional attention to detail.

CORE SKILLS

Design and creative: Brand identity, campaign design, video editing, social content, email marketing, print design and pre-press, creative thinking and stakeholder management
Design tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro)
Digital, web and social: Figma, HTML and CSS, Canva, Dotdigital and Mailchimp
AI and emerging technologies: Microsoft Copilot and AI-assisted creative development

PROFESSIONAL EXPERIENCE

Integrated Designer
Schroders Personal Wealth / Lloyds Wealth
August 2023 – Present

Integrated Designer for a UK personal wealth provider, working closely with the marketing team and stakeholders across the business to deliver integrated campaigns and brand-led creative solutions across digital, social, video and print channels. Responsible for translating strategic objectives into engaging customer experiences and high-performing creative assets that strengthen brand awareness and support commercial outcomes.

Key achievements

- Led creative delivery across social media channels, producing branded video and visual content while balancing reactive, same-day requirements with planned campaign activity.
- Partnered with marketing teams to deliver thought leadership campaigns, including the launch of Schroders Personal Wealth's Retirement Report. Produced the digital report, video assets and integrated campaign materials that contributed to a 95% increase in webinar registrations through improved digital touchpoints, reminder email journeys and campaign teaser content. The campaign also achieved a 50% increase in social media reach.
- Delivered a fully integrated cross-channel Tax Year End campaign spanning prospects, clients and advisers, creating social content, video assets, email communications and adviser support materials. The campaign cut through a highly competitive market and delivered a 50% increase in social media click-through rates, a 60% increase in top-up values across product groups, and a threefold increase in cross-sell product volume and value compared with 2024 performance.

- Built strong cross-functional relationships across marketing, advisers and senior stakeholders, translating strategic briefs into compelling visual communications while managing multiple concurrent projects in a fast-paced environment.
- Identified opportunities to improve user journeys and audience engagement, contributing to cost efficiencies and strengthening brand perception.
- Key creative contributor to the successful rebrand from Schroders Personal Wealth to Lloyds Wealth, delivering the rebrand of more than 100 client-facing documents, digital assets and marketing materials within challenging timescales. Curated and embedded a comprehensive image library to support the rollout of the new visual identity, strengthening brand consistency across customer and adviser communications and enabling a seamless transition to Lloyds Wealth while maintaining business continuity and regulatory requirements.

Graphic Designer
Seetec Group
September 2015 – May 2023

A key creative partner within the marketing function, delivering integrated design solutions across multiple brands and business divisions. Responsible for developing engaging visual communications, supporting strategic campaigns and strengthening brand presence through digital, social, video and print content.

Key achievements

- Led the development and rollout of the Seetec Ireland brand identity, creating the brand mark, comprehensive brand guidelines and associated marketing collateral to establish a consistent market presence.
- Directed creative delivery for National Apprenticeship Week 2023, producing engaging video, digital and social media content that increased website traffic, strengthened brand awareness and enhanced audience engagement across campaign channels.
- Managed the Interventions Alliance branding project, coordinating stakeholders and creative outputs to deliver within challenging timescales while maintaining brand quality and consistency.
- Acted as a trusted creative partner to marketing teams, translating complex messages and strategic objectives into compelling visual narratives that engaged internal and external audiences.
- Collaborated closely with marketing managers and stakeholders to deliver integrated campaigns, producing engaging digital, social and print assets aligned with campaign goals and business priorities.
- Supported multiple concurrent projects across diverse business areas, balancing competing priorities while maintaining high creative standards and meeting tight deadlines.
- Contributed to the evolution and governance of brand standards, ensuring consistency of messaging and visual identity across all customer and stakeholder communications.

TRAINING AND EDUCATION

- Adobe After Effects and Adobe Premiere Pro, Docklands Media, 2025
- Digital Accessibility Specialist Apprenticeship, 2022–2023
- Website Design, six-week course, South East Essex College, 2011
- BA (Hons) Graphic Design, 2:1, South East Essex College, 2007–2010