



**DESIGNER
ILLUSTRATOR
ART DIRECTION
PUBLISHED AUTHOR**

EDUCATION

2007 - 2010

University of Kent

2:1 BSc Multimedia Technology
& Design

- HTML/CSS/Javascript/
PHP with e-commerce
- Animation, 3D design,
storyboarding

2004 - 2005

Varndean College, Brighton

A levels: Sociology, Design,
Drama - AAB

EXPERTISE & SKILLS

- Full Adobe Creative Suite,
with extensive experience
with Photoshop, Illustrator,
Indesign, and After Effects
- Storyboarding
- Art Direction
- Brand Creation
- Social Media Design
- Illustration
- Project Management
- UI Design
- HTML & CSS
- Print & Digital Design
- Motion Design



Ruth Keattch

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ABOUT ME

I have worked in the design industry for over a decade in digital, print, brand creation, management, marketing and everything in between. I am also a published author and illustrator. My clients include Visa, the National Grid, BBC, Amazon Prime, The X Factor and many more.

PROFESSIONAL EXPERIENCE

Sep 2020 - Present

Creative Director @ RK Design Solutions LTD

Feb 2020 - Sep 2020

UI designer/Marketing Designer @ National Grid

I was the UI designer (and later marketing and comms designer) for NGLab's online digital application 'ConnectNow', which launched in September 2020.

Jan 2020 - Apr 2020

Author & Illustrator @ Hinkler Publishing

I wrote and illustrated Hinkler's Artmaker "How to Draw Manga" 48-page art kit. It sold out over the winter period in the UK and is available to buy globally.

Apr 2018 - Dec 2019

Freelance Designer

Clients included: The X Factor (social media design), VISA (storyboarding), BBC (concept artist for TV), Amazon Prime (concept artist for web program), Cake Show International (layout and print designer) and many more.

Apr 2017 - Apr 2018

Lead Graphic Designer @ National Grid

I produced and consulted on all of the new branding material for the Global IT channels in NG, liaising and organising the design solutions in the UK and US.

Mar 2016 - Jun 2016

Senior Graphic Designer @ Centro

I managed 5 members of the front-end web and design team on quality, deadlines and brand consistency, and picked up tasks as required.

Sep 2012 - Dec 2015

Senior Graphic Designer @ The Sun (News UK)

I worked as a senior graphic designer on the editorial desk, creating artwork and layouts for the daily edition, keeping to very strict house guidelines and deadlines.

I was creative lead for an interactive online app covering the birth of the royal baby, managing 8 people. I also received Adobe certification in After Effects.