

AMELIE O'SULLIVAN

Strategy & Graphic Design

I'm an emerging creative with a focus on using design thinking and creative strategy to solve real world problems. With experience working on live briefs and client projects, I'm confident in presenting, collaborating and delivering thoughtful design outcomes.

Industry experience

Imagination UK - Brand experience agency
Creative and strategic intern

London, UK
September 2024

- Imagination selected me personally during an on campus networking event, citing my passion, creativity and confidence as core characteristics that aligned with their company values.
- Assisted both the design and strategy teams with a plethora of live briefs for a number of high profile clients.
- Conducted and synthesised research, which I then presented to the team as a way to assist them in getting ready to pitch to companies.
- Attended workshops where I applied ideation approaches to begin generating ideas that matched the clients goals and explored how it could shape the company's image and create lasting social impact.
- Participated in meetings where I had the opportunity to explain my research directly to clients, offering insights on how they could use the information moving forward.
- Designed decks to distill information and contributed design work for a pitch presentation that visualised a brand experience event.

Meyrick Estates
Freelance work

Bournemouth, UK
January 2025

- Invited to collaborate after presenting my design work, leading to a commission from Meyrick Estates on an ongoing project.
- Designed a full visual identity, including logo and brand assets reflecting the estate's heritage and future facing vision.
- Worked closely with the client to ensure the outcome aligned with their goals, values and target audience.

Other Employment

Tesco - Supermarket
Customer assistant

Monmouthshire, UK
September 2021 – Present

- Assist customers with inquiries
- Stock shelves, ensuring products are correctly displayed and easy for customers to locate
- Create promotional displays for high visibility and to drive sales
- Operate tills and handle cash transactions
- Maintain a clean workspace and adhere to safety standards and protocols
- Receive and manage deliveries, verifying contents and organising warehouse stock

J'adore - Gift Shop
Customer assistant

Monmouthshire, UK
September 2019 – June 2022

- Restocked shelves and arranged displays
- Provided personalised gift recommendations to enhance the shopping experience and drive sales
- Maintained store cleanliness and organisation
- Open and closed the store
- Price items and handle transactions
- Assisted Customers with product inquiries and purchases

Contact Me

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Education

Arts University Bournemouth 2022-2025
BA (Hons) Graphic Design
Official Grade : First Class Honours

Cardiff and Vale College 2021-2022
Art and Design Foundation degree
Official Grade : Distinction

Wydean School and 6th Form Centre
A Levels
Art : A
English Literature : B
Graphic Design : B

Wydean School and 6th Form Centre
GCSEs
Official Grades: 6 GCSEs at Grade 9, 1 at Grade 7, 2 at Grade 5
Subjects include: Maths, Combined Science, English Literature, English Language, History, Geography, Religious Studies, Drama, Art

Awards & Achievements

Second Place (2025)
Dragon Rouge Fire starters competition

Highly commended (2025)
WHM&I's Brand Britain competition

Create for Impact Certification (2025)
RSA Spark

Craft Award Winner (2024)
JKR Brief

Skills & Attributes

- Public speaking, pitching and presentation
- Confident communicator and collaborator
- Strong research and ideation skills
- Ability to verbally and visually communicate concepts & ideas
- Enthusiasm and proactive attitude

Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro/After Effects
Basic HTML/CSS
Procreate