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CAROLE VENEER

SENIOR GRAPHIC DESIGNER

25 YEARS EXPERIENCE

Creativity has always been at the core of my professional journey. Throughout my 25 years of experience in the creative field, I have honed my skills and have a deep understanding of Adobe Creative Suite, video production and social media graphics, continually striving to push boundaries, think outside the box and deliver innovative solutions.

I also have experience in managing a team, workloads and building relationships with printers and external clients to get the best results.

EDUCATION

UNIVERSITY / Brunel University London
FIELD OF STUDY / BA Hons Graphic Design and Advertising

COLLEGE / Huntingdon Regional College, Huntingdon, Cambridgeshire
FIELD OF STUDY / GNVQ Graphic Design - Merit
A Level Art - A
A Level Photography - B

SCHOOL / St.Ivo School, St.Ives, Cambridge
FIELD OF STUDY / Maths, Geography, English, Art, Science, Home Economics
GRADES | A-C



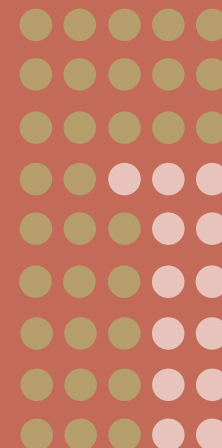
Carole played a huge role in Goodfellow's rebrand project in April 2024, crafting our new visual identity and working with our brand ambassadors to ensure a smooth global rollout.

Along with day-to-day design activities for a variety of projects, Carole was also responsible for designing our new exhibition stands, spearheading the video storyboarding and design for a variety of video projects.

I highly recommend Carole to anyone looking for a talented and passionate designer.

SKILLS

INDESIGN
PHOTOSHOP
ILLUSTRATOR
AFTER EFFECTS
MICROSOFT WORD
POWERPOINT
WORDPRESS
DAVINCI
FIGMA



EXPERIENCE



SENIOR GRAPHIC DESIGNER /

Bitbio, Cambridge
2025-PRESENT (CONTRACT)

bit.bio is a B2C company that manufactures and distributes stem cells for clinical research. As part of the internal marketing team my responsibilities included designing social media content, website layouts, packaging, stationery, digital assets, exhibition materials and booth designs, brochures and posters. I make sure designs are brand-aligned across all touchpoints.



SENIOR GRAPHIC DESIGNER /

Goodfellow Ltd, Huntingdon
2023-2025

When Goodfellow underwent its rebrand, I led the marketing team in developing the new branding, tone of voice, creating design assets and helped launch the new website. My responsibilities included designing social media content, website layouts, packaging, stationery, digital campaigns, signage, wallpaper and exhibition materials, ensuring a cohesive and impactful visual identity.



SENIOR GRAPHIC DESIGNER /

QualitySolicitors, St.Ives
2016-2023

In 2016 QualitySolicitors was acquired by The Simplify Group and relocated to Grant Hall in St. Ives as a marketing agency for law firms and solicitors.

At QualitySolicitors I managed a wide range of creative projects. Working within the marketing team along with the Marketing Manager and Copywriter I producing posters, advertisements, national campaigns, social media video ads (using After Effects and DaVinci), PowerPoint presentations and web graphics.

Additionally, I created artwork for Move with Us, a sister company within The Simplify Group.



SENIOR GRAPHIC DESIGNER /

Cambridge Regional College, Cambridge
2005-2016

I joined Cambridge Regional College (CRC) in 2005 to establish the in-house marketing department, enabling the College to produce it's design work internally rather than relying on external agencies. Since then, the marketing team has expanded from just two people to a team of ten.

Responsible for designing the first Cambridge Regional College website and creating all print materials including advertising, exhibition displays, digital assets, event promotions and prospectuses.

In addition to my design work I attended events as the in-house photographer, mentored design apprentices, guiding them in their career development and providing valuable industry experience to help them grow professionally.

I still freelance for them on occasions.

EXPERIENCE



MIDDLEWEIGHT DESIGNER /

Camlab, Over, Cambridge
2002-2005

At Camlab, I contributed to the creation of various marketing materials, including B2B catalogues, advertisements, exhibition designs and website layouts. I would arrange studio photography for the products to include in the marketing collateral and advertising. Collaborating closely with the junior designer and marketing manager, I played an integral role in producing all the company's marketing assets, ensuring consistency and quality across each project.



MIDDLEWEIGHT DESIGNER /

Culzean Design Group,
Biggleswade
2001-2002

In this role, I assisted the senior designer with a range of design tasks, gaining valuable insights and enhancing my skills. With is experience, I learned extensively, which helped me grow professionally. My client portfolio included high-profile brands such as Remington, Mantles Motor Group and Rolls Royce.



JUNIOR DESIGNER /

Marshall Motor Group,
Cambridge
1999-2001

This was my first role after graduating from university where I worked alongside two other designers to produce a variety of marketing materials for the company.

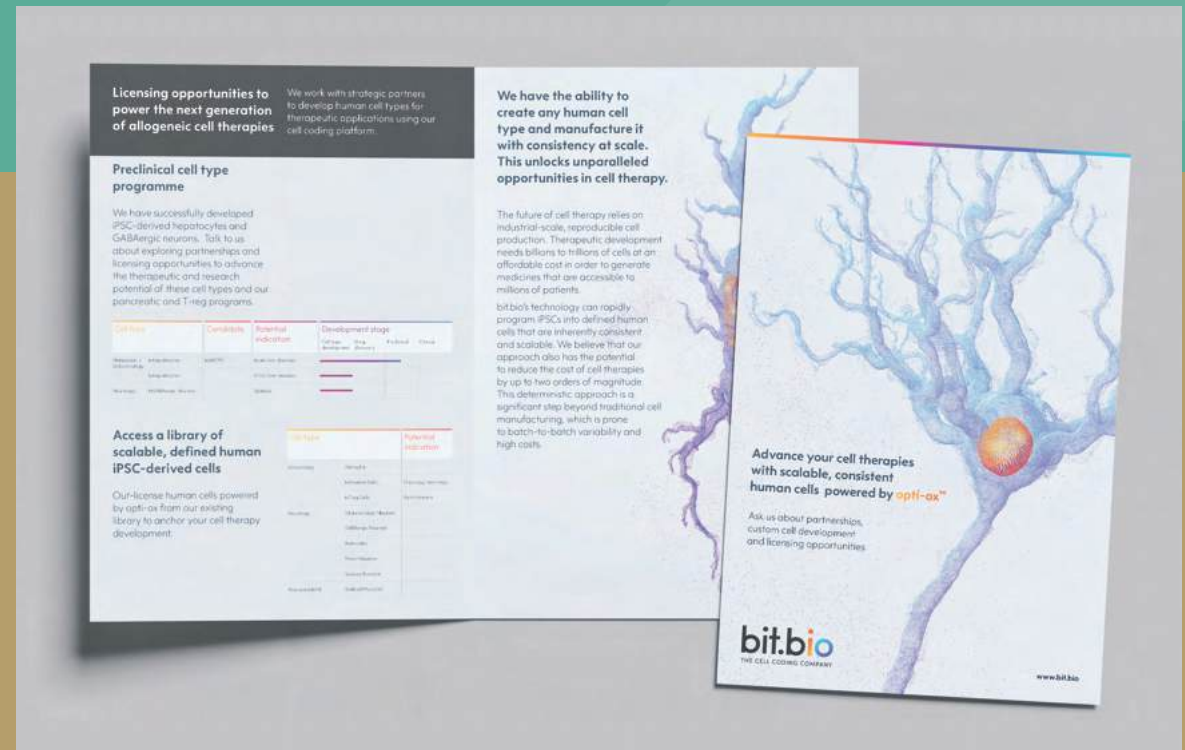
My responsibilities included photography, designing advertisements, exhibition displays, event invitations and website designs, contributing to the overall marketing efforts across the organisation.

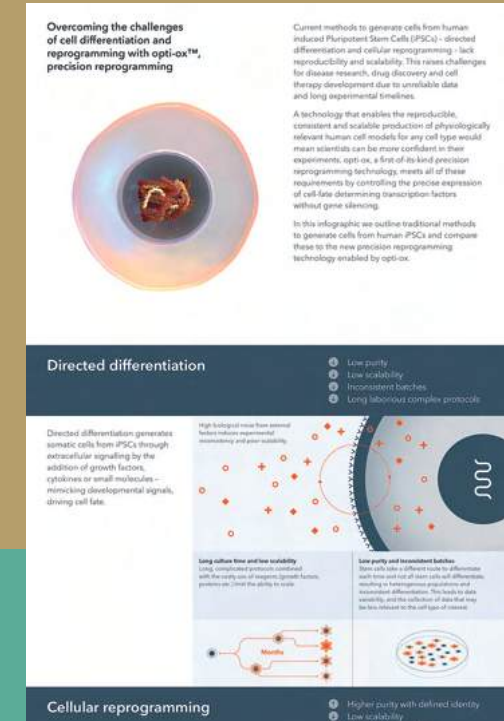
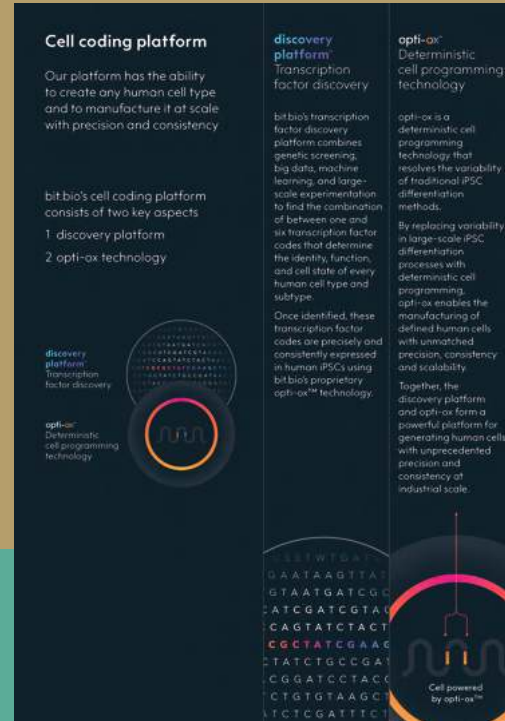
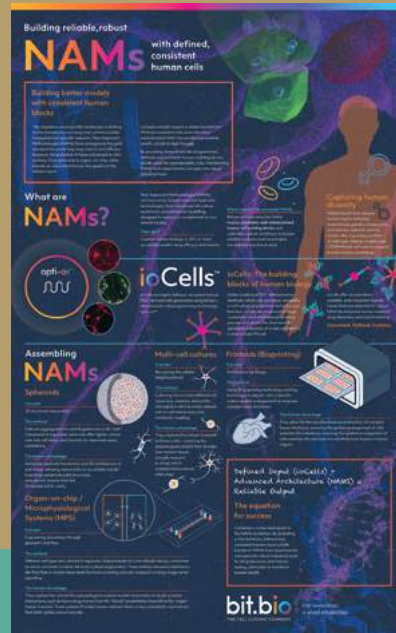


PRINT DESIGN

I am highly proficient in InDesign, Illustrator and Photoshop and have used it to design a wide range of marketing materials including brochures, prospectuses, white papers, annual reviews, leaflets, ads, folders and posters. From concepting and execution, working closely with printers and external agencies to ensure the production of high-quality final artwork.

Experienced in using style sheets, photo retouching, creating vectors, infographics, illustrations and using a wide range of Adobe Creative Suite design tools.





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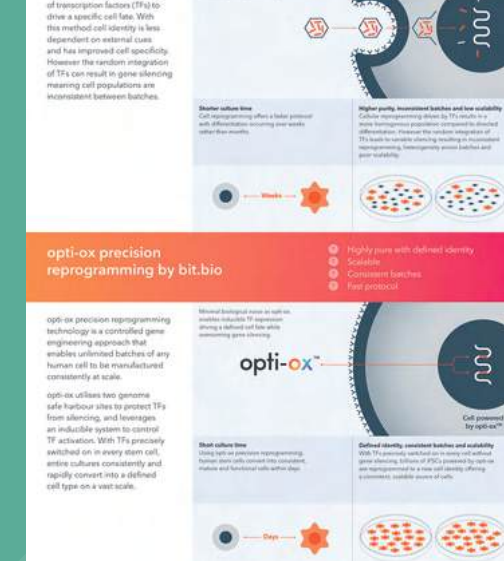
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BRANDING

Designing a brand is about creating a cohesive identity that communicates a company's values, mission and personality to its audience. It goes beyond just a logo it includes the visual elements, messaging, tone of voice and overall experience a brand delivers.

Consistency is key, from colour schemes and typography, every touchpoint should reinforce the brand's essence, building trust and recognition over time.

I have developed and delivered brand identities for a wide range of businesses, from small start-ups to established corporate organisations. Supporting brand growth through signage, wallpapers, digital assets, website presence and paid campaigns, translating business objectives into creative and measurable marketing activity. During Goodfellow's rebrand, I became a brand ambassador and took ownership of the rollout helping to influence, shape and embed the brand at a pivotal stage of the company's growth.





PACKAGING

When I design packaging, I focus on creating a balance between aesthetics, functionality and brand identity. I start by understanding the product, target audience and brand personality to ensure the design aligns with the overall usage. I choose colours, typography and materials that not only look visually appealing but also enhance the customer experience. Functionality is key, so I consider aspects like durability, ease of use, and sustainability. I also incorporate strategic elements like clear messaging and unique design features that make the packaging stand out on shelves.

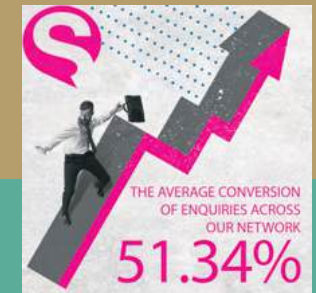
I have experience designing packaging artwork from concept through to production, using cutter guides and print specifications to ensure accurate layouts and clean finishes. I am confident working with dielines, bleed, trim and safe zones, preparing print-ready files that meet supplier requirements.



SOCIAL MEDIA

Create engaging social media graphics and videos tailored for all platforms including LinkedIn Stories, Google ads, TikToks, Facebook posts, ads and Instagram Stories.

Cutting through the noise, I use After Effects and DaVinci Resolve to create engaging motion assets.



EMAIL CAMPAIGNS

I have designed and executed numerous high-performing email marketing campaigns using Mailchimp and HubSpot, driving engagement and conversions. My expertise includes defining clear email marketing goals, segmenting target audiences for personalised messaging, and strategically planning campaign timelines for maximum impact. I create visually compelling and mobile-responsive email designs using HTML and CSS, ensuring seamless user experiences across all devices.

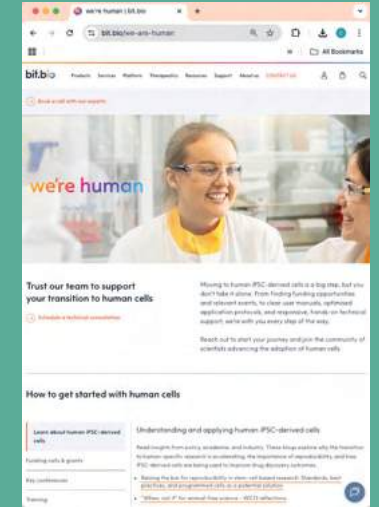


WEBSITE DESIGN

I began my web design journey working with HTML, building the first Cambridge Regional College website using Dreamweaver. Since then I have expanded my experience across WordPress, CSS, Adobe Commerce, HubSpot and Magento, developing a strong understanding of website design from concept through to delivery.

I've created engaging, user-friendly wireframes that balance usability with strong visual design and high-impact digital assets including hero banners, web graphics and on-site promotional content. I work closely with developers to ensure designs are technically achievable and responsive.

I was heavily involved in the redesign of the Goodfellow website, collaborating with the web developer on UX improvements, online graphics and the layout of key features including the new Angolia site search.



MOTION GRAPHICS

I have experience using After Effects and DaVinci Resolve to create animations, corporate videos and social media clips.

At Goodfellow, I project managed the production of a new corporate video from initial storyboarding through to final delivery.

TO VIEW MY VIDEOS
[CLICK HERE](#)

or go to <https://www.youtube.com/@carolevenear9541>



EXHIBITION DESIGN

From concept to execution, I enjoy bringing events to life by designing engaging exhibition booths and eye-catching pull-up banners that enhance brand presence.

My focus is on creating visually impactful displays that not only attract attention but also communicate key messages effectively, ensuring a memorable experience for attendees.

I have produced high-quality event materials for everything from College open days and corporate events to large international trade shows.



LET'S CHAT...

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VENEER

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TO SEE MORE...

Take a look at my website / www.cvenear.info

