

# CHLOE WHITE

DIGITAL DESIGNER

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📍 London, UK

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## PROFILE

Digital Designer with 5+ years of experience creating campaign-led, social-first, and web-based content for major brands including Capital and Heart FM. Experienced in delivering high-quality, on-brand creative in fast-paced environments, with a strong focus on layout, visual hierarchy, and user engagement. Confident working from concept through to execution, collaborating with cross-functional teams to bring ideas to life across digital platforms.

## WORK EXPERIENCE

■ Mar 2025 - Jan 2026

### **Powster Digital Creative Studio** **Junior Creative Digital Designer**

- Designed digital campaign assets, key visuals, social media content, and website materials for both in-house and major clients including Lionsgate and Twitch
- Collaborated with creative strategists to develop engaging campaign concepts for stakeholders and wider audiences
- Worked across the full design process, from concept through to final execution, delivering creative across multiple digital platforms
- Collaborated with cross-functional teams in a fast-paced studio environment to bring ideas to life under tight deadlines
- Contributed to high-profile campaign work for film and entertainment releases across digital platforms

■ Sept 2020 - Sept 2024

### **Global Media & Entertainment** **Junior Web/Digital Designer**

- Designed campaign landing pages and promotional content for major entertainment brands including Capital and Heart FM
- Created both templated and bespoke digital assets for competitions, social media, and web platforms
- Translated complex ideas into clear, engaging visual content across campaign and presentation materials
- Collaborated closely with clients and internal teams to refine creative from concept through to final delivery
- Delivered high-quality work in a fast-paced environment, managing multiple projects and tight deadlines

■ Jan 2020 - Aug 2020

### **Global Media & Entertainment** **Junior / Mid Presentation Designer**

- Produced high-quality presentation decks for senior stakeholders, including CEO-level presentations and internal projects
- Translated complex information into clear, visually engaging and easy-to-understand content
- Collaborated with senior team members to deliver work efficiently within tight turnaround times

## SKILLS

- Digital Campaign Design
- Social Media & Content Design
- Branding & Visual Identity
- Layout, Typography & Visual Hierarchy

## TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Basic motion & animation

## COURSES

- Figma for Web Design: Master UI/UX Course

## EDUCATION

2016 - 2019

**HAVERING COLLEGE OF F & HE**

- BA (Hons) Graphic Design

2015 - 2016

**HAVERING COLLEGE OF F&HE**

- 1 year Art & Design Foundation Diploma

2008 - 2015

**BARKING ABBEY SECONDARY  
COMPREHENSIVE & SIXTH FORM**

- 4 AS levels including Art & Design, Photography, ICT, Media Studies
- 7 GCSE's including Art & Design, Design & Tech: Graphics

## HOBBIES

- Travelling, Adventure, Badminton, Surfing, Video Games, Japanese Anime and a good ol' Friday night ramen bowl!