



## DETAILS

---

Name	Charlotte Dunn
Address	206 Hollydale Rd Nunhead London SE15 2AR
E-mail	dunncharlotte02@gmail.com
Mobile	07568132959
Website	charlottedunn.design.co.uk
Instagram	char10ttedunn

---

## QUALIFICATIONS

---

(Pending) 2024 - 2025  
Diploma in Professional Studies  
(DPS)

---

2022 - Current  
BH (Hons) Graphic Branding &  
Identity - LCC (UAL)

---

2021 - 2022  
UAL Foundation Diploma in Art  
& Design - Distinction - Carmel  
College, St. Helens

---

2019 - 2021  
A\* Graphic Design A-Level  
A\* Psychology A-Level  
A Maths A-Level

---

2019-2021  
Level 1 Cricket Coaching  
Qualification  
Level 1 Umpiring Qualification

---

## EMPLOYMENT

---

2022 - Current  
Freelance Graphic Design for  
Dentinal Tubules  
Graphic designer for social media  
content, marketing material  
(including paid Ads) & campaign  
creation. Created brand guidelines.  
A driven team focusing on growth  
within dentistry whilst carrying out  
charity projects in Africa.

---

2021 - 2023 (Part-time/seasonal)  
Marks & Spencer's (Gemini)  
Fully trained in the Cafe, Bakery &  
Food Hall. Great understanding &  
relations with the brands audience.  
Excellent knowledge of brand  
enabling me to deliver high quality  
customer service.

---

2021 - 2022  
St. Helens Child Neglect Campaign  
sponsored by Barnardos  
Incredible time developing a  
campaign for St. Helens Council  
& Safe Guarding Team, liaising  
with them & ClearChannel for roll  
out of project. Sponsorship from  
Barnardos & support of Merseyside  
Police.

---

## BRIEFS

---

2023 - 2024  
PPU - NHS Live Brief  
Group project aiming to increase  
cervical cancer screening  
attendance. My concept focused  
on putting the pain into perspective  
by reminding people of pain they  
endure at free-will like tattoos. Also  
compared the time of a screening  
to daily tasks like making ramen.

---

Garden Museum Re-brand & Sub-  
brand Brief  
Re-brand of Garden Museum  
including logo, brandworld, GIF,  
15 sec animation & 3 touchpoints  
for core brand. Sub-brand  
development for a native plant  
exhibition including naming, brand  
identity & 3 touchpoints.

---

2022-2023  
Bespoke Tailoring Brand Brief  
Joint project creating brand identity  
& naming for high-end fashion  
brand with a fashion lookbook  
outcome. Covered brand identity,  
naming, copy writing, art direction,  
photo editing & lookbook curation.

---

Lendy - Rental Service Brief  
Wordmark/brand identity  
development using personal  
typography & illustrated brand  
character. Created brand  
guidelines & an app using UX.

---

2021-2022  
Period Poverty Brand & Campaign  
Tackling the issue of period  
poverty, I created my own brand &  
campaign concept for final project  
for my Art Foundation. I created  
a 3 minute campaign video in  
response to my research.

---