

PORTFOLIO

MULTIDISCIPLINARY
DESIGNER



JPEGARCHIE

ABOUT ME

ARCHIE GRIFFITHS

A creative & resourceful multidisciplinary designer who applies innovation & vision to deliver a range of creative services, including, but not limited to photography, editing, logos, branding, advertisements, cover art, and clothing designs. A strong ability to work independently using a range of skills applicable to different fields & industries.

Drawing on over 4 years experience with Adobe Creative Cloud programmes such as Photoshop, Lightroom Classic, Indesign, After Effects, and Illustrator to deliver tangible customer results. Also well versed in Adobe's newest programs - Adobe XD & Adobe Dimension. In addition, also extremely fluent with Microsoft programmes such as Excel, Powerpoint, and Word to deliver customer satisfaction. Interpersonal strengths include managing complex problems in a methodical way to share with team members and ensure timely project delivery. Experienced in partnering with clients and businesses of all magnitudes to develop creative outcomes which solve a range of marketing and communication problems.

Recognised as a highly driven proactive and efficient manager and team member who utilises advanced expertise in design, marketing, and sales to achieve excellent results.

Now seeking to build on experience working in creative design, photography, or marketing across a range of different industries.

EXPERIENCE

EMPLOYMENT & EDUCATION

JPEGARCHIE (2017 - PRESENT)

Successful freelance design service, including logo design, video advert design, poster design, digital art design, clothing art design, template website builds, editing, photography. Clients include Wiley, D Double E, Novelist, Link Up TV, No Hats No Hoods Records, and more. Successfully created & launched a range of graphic design assets, resulting in over 500 sales/downloads.

VERSATILE EQUIPMENT LTD. (2019 - 2020)

Sales Representative & Marketing Advisor. Promoted the VEL brand using different advertising and marketing techniques, contacted leads to generate sales, designed ads. Used E-Shot & Zendesk Sell to acquire customers and develop business.

SUBWAY (2016 - 2018)

Part time role whilst in full time education. Worked the till, prepared food, served food, cleaned up, cash drops, food orders.

UNIVERSITY OF CREATIVE ARTS (2016 - 2018)

Achieved a UAL Level 3 Diploma in Art & Design, grade MERIT. In year 1 I worked with mixed media & traditional art, before specialising in digital media (graphic design, photography & editing) in year 2.

SIR JOSEPH WILLIAMSON'S MATHEMATICAL SCHOOL (2011 - 2016)

Secondary School, Achieved 11 A* - C Grade GCSEs before leaving for college.



WILZY

Back To The Village.

WILEY

BACK TO THE VILLAGE SINGLE COVER

**I have worked with chart-topping & 7-time top 10 grime MC/
rapper Wiley on multiple occasions to provide a range of
cover artworks. Most recently I created the 'Back to the
Village' cover art, and the accompanying #BackToTheVillage
Tour posters.**



VERSATILE
EQUIPMENT LTD



• HAPPY •

VALENTINE'S DAY

DUMPER CLEARANCE

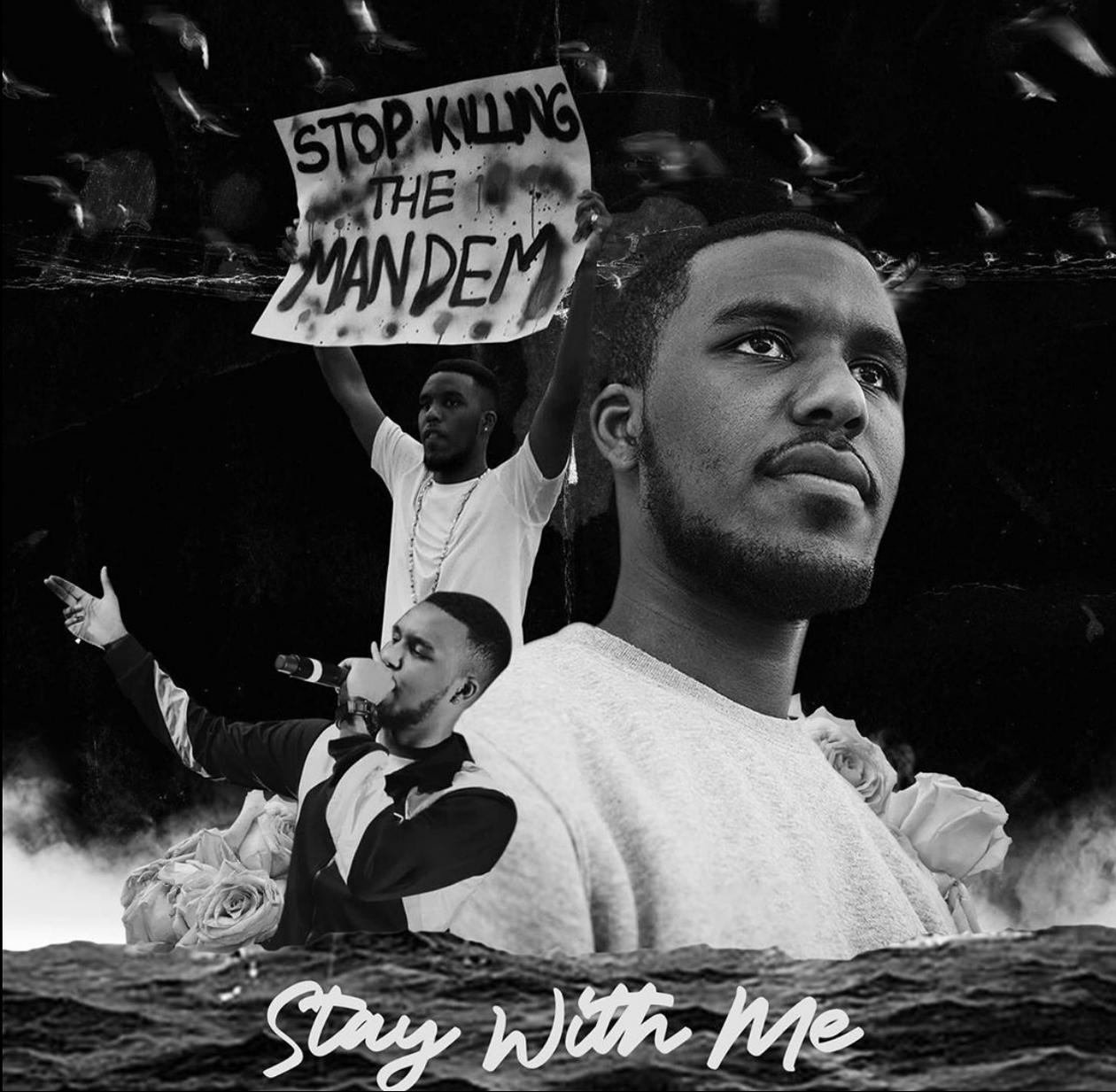
SPECIAL OFFERS
0845 262 2280



VERSATILE EQUIPMENT LTD.

CONTENT CREATOR & MARKETING ADVISOR

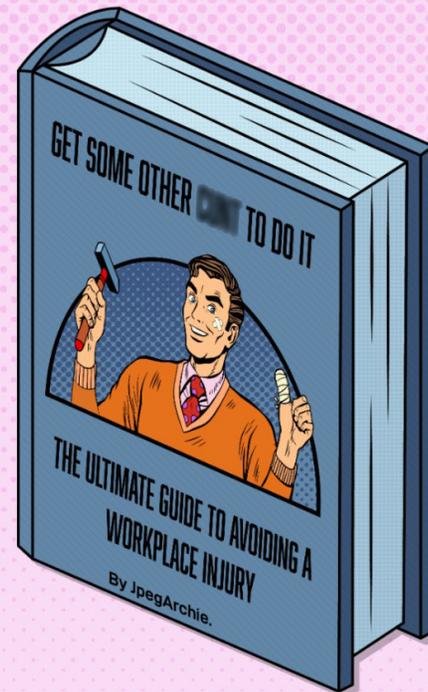
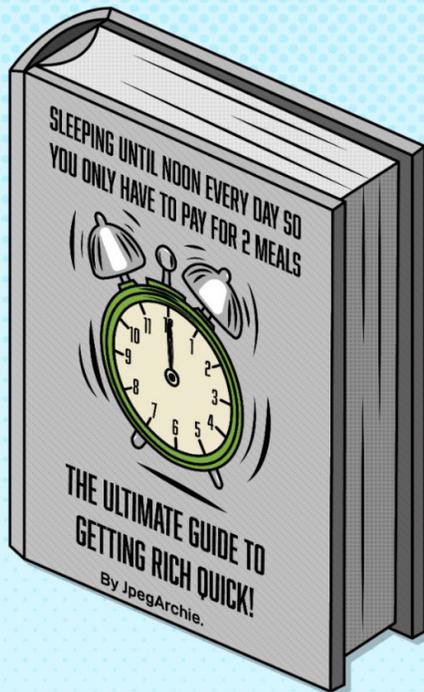
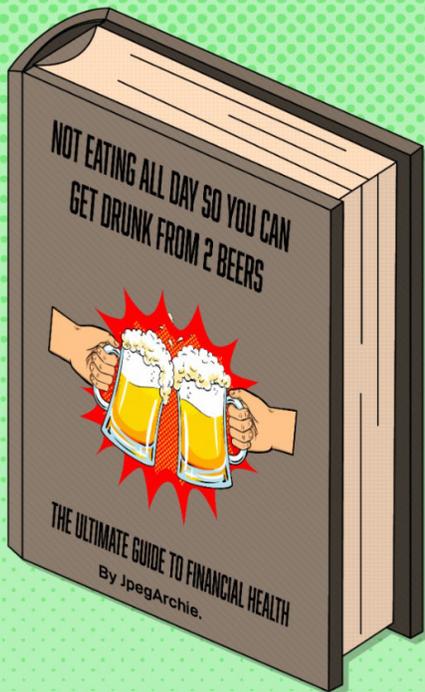
I worked as an internal marketing advisor & social media content creator for one of the largest compact plant dealers in the UK, Versatile Equipment Ltd. I created their social media pages and all of the posts and adverts on them. I have also sent out multiple mail blasts and compiled multiple lists of leads for this brand, which the sales team and I converted into sales.



NOVELIST

STAY WITH ME SINGLE COVER

I worked with grime rapper/MC Novelist to create cover artwork for his highly anticipated single “Stay With Me” Novelist previewed this track in 2019 and received great feedback, receiving 100,000 views on the short teaser video. After lots of back and forth work, we came up with this concept for the artwork, which I think encapsulates the song perfectly.



R/ DESIGN

GRAPHIC DESIGN/ STICKER PACK

I designed a set of 3 graphic designs/illustrations for a reddit community of 1.1m members, namely R/Design. These designs were then printed on to vinyl stickers and sold as a pack.

HEAT

NOVELIST X SHAILAN



NOVELIST & SHAILAN

**HEAT
E.P COVER**

I have worked with grime MC/rappers Novelist & Shailan on multiple occasions to provide a range of cover artworks and promotional material. Most recently I created the 'HEAT' cover art, which is inspired by the 1995 action movie of the same title.



DESIGN PACKS

DESIGN ASSETS/ RESOURCES

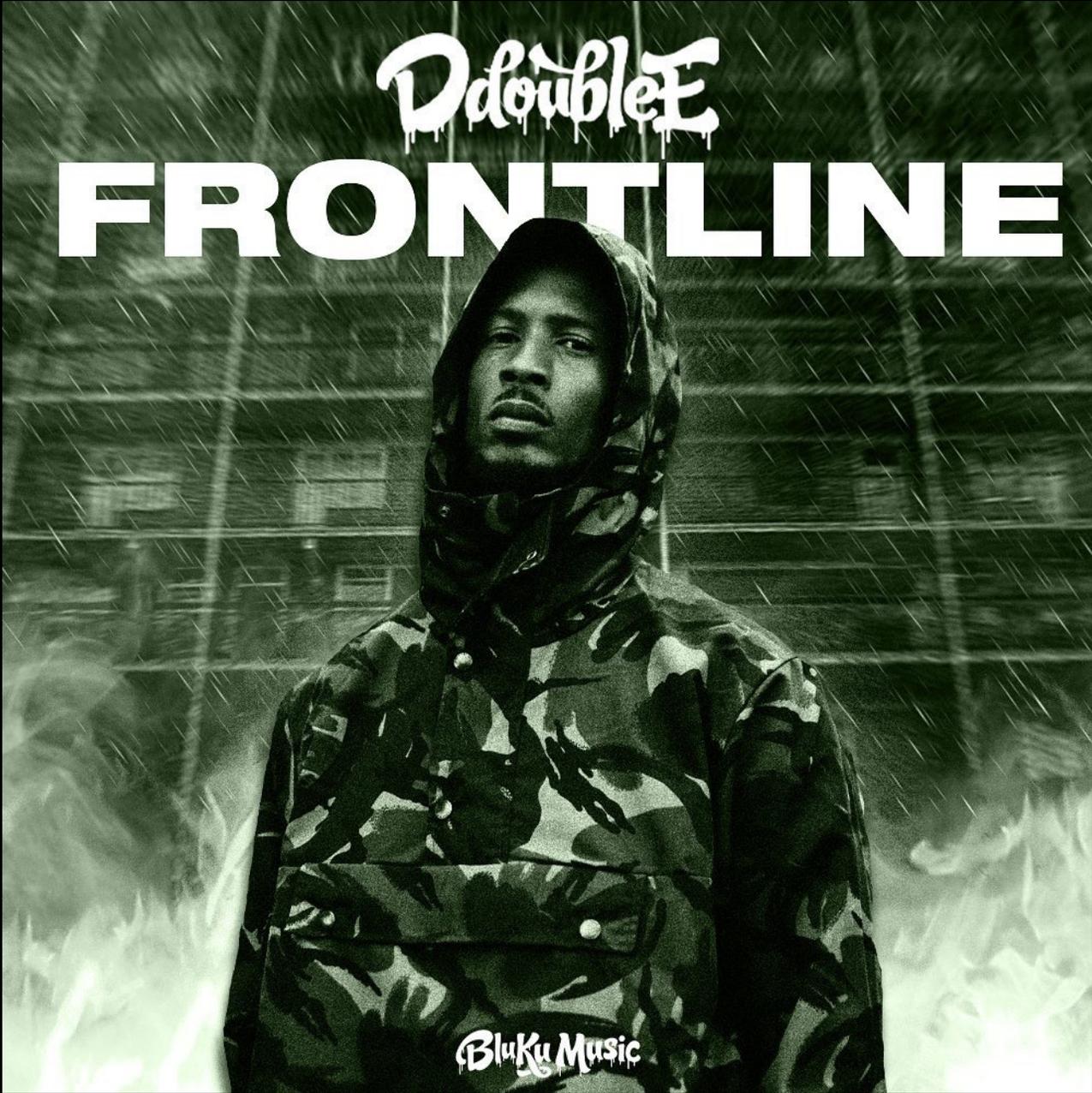
To date, I have created 4 design packs, containing various design assets, including fonts, PNGs, LUTs, layer styles, textures, and more. These have amassed 500+ sales in 2020 alone.

CDT **SM**  **KE**

LINK UP TV

LOGO DESIGN

I created the logo for new Link Up TV (over 1 million youtube subscribers) affiliated music platform “Can’t Dodge The Smoke” and continue to work in partnership with them, creating cover artwork for their artists.



DdoubleE

FRONTLINE

BluKu Music

D DOUBLE E

FRONTLINE SINGLE COVER

I have worked with legendary grime MC/rapper D Double E & his Bluku Music imprint on multiple occasions to provide a range of cover artworks and promotional material. Most recently I created the 'Frontline' cover art, which is a 2005 track that D Double E decided to remaster and re-release during the lockdown period due to increased demand.

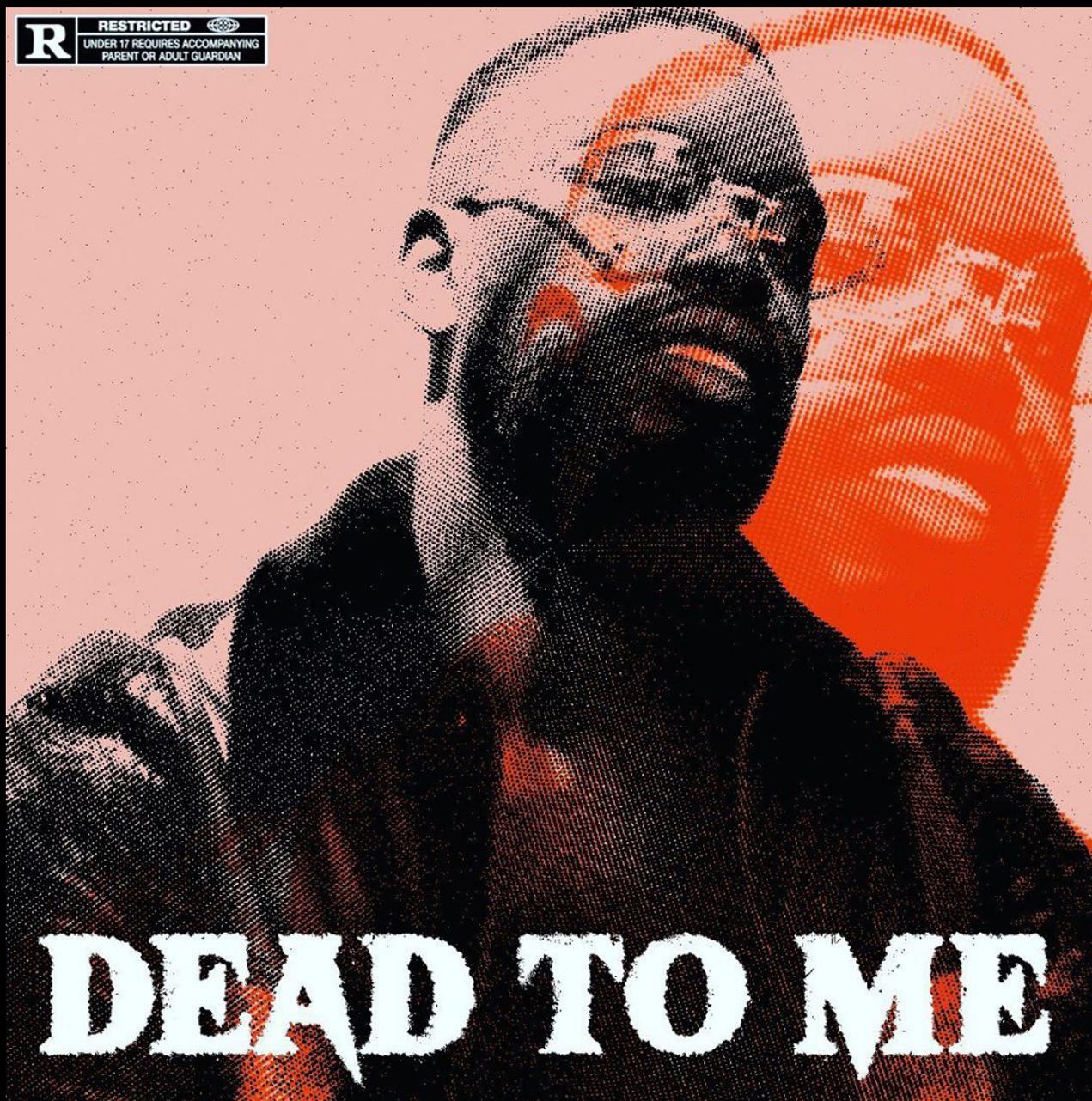
<p>The Streets None Of Us Are Ge...</p>	<p>JuiceWRLD Legends Never Di...</p>	<p>Shoot for the Stars, Aim for the...</p>	<p>Pop Smoke Classic T-Shirt</p>	<p>Hustlers Don't Die Classic T-Sh...</p>
<p>£18.16</p>	<p>£18.16</p>	<p>£18.16</p>	<p>£18.16</p>	<p>£18.16</p>
<p>No Snakes, Just Ladders Classi...</p>	<p>GLOBAL MINDSET Classic T-Sh...</p>	<p>Live Fast Die Young Classic T-S...</p>	<p>Dutchavelli 2Up2Down Classic ...</p>	

CLOTHING/MERCH

CLOTHING/MERCHANDISE DESIGNS

I created a range of designs applicable to a range of over 50 products ranging from masks, to clothing, to prints. These pieces are available for purchase via my redbubble page - [redbubble.com/people/jpegarchie/shop](https://www.redbubble.com/people/jpegarchie/shop)

R RESTRICTED
UNDER 17 REQUIRES ACCOMPANYING
PARENT OR ADULT GUARDIAN



DEAD TO ME

GHETTS

**DEAD TO ME
SINGLE COVER (TBA)**

I created the cover art for UK rapper Ghetts' upcoming single "Dead To Me", a single from his highly anticipated upcoming album.



YOUNGEST IN CHARGE

YOUNGEST IN CHARGE



PROJECT PEOPLE

NON-PROFIT PHOTOGRAPHY PROJECT

I very recently started a non-profit photography blog on instagram with a friend of mine, showcasing youth culture and talking about things that we believe need to be spoken about. With his writing skills for the captions & articles, combined with my photography & editing skills, we aim to create something that young people can turn to and read for inspiration, advice, and a form of release from everyday life. We aim to speak about youth culture, mental health, the current pandemic, suicide prevention, and other subjects we believe need to be spoken about.

CONTACT

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