

# dani chilecott

## CREATIVE ARTWORKER/DESIGNER

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### ABOUT ME

A motivated Creative Artworker/Designer with over 10 years experience both in-house, agency and freelance. Skilled in delivering high-quality print and digital assets for global brands including Samsung, Hasbro and Tomy. A strong focus on brand consistency, attention to detail and working to tight deadlines. Passionate about continuously developing creative and technical skills.

### ATTRIBUTES

- Proactive with a positive attitude
- Analytical with a keen eye for details
- Ability to work under pressure
- Fast learner
- Able to manage multiple projects

### TOOLS

- Photoshop
- InDesign
- Illustrator
- After Effects
- Firefly
- Microsoft Office
- Mac literate

### SKILLS

- Digital
- Print
- Animation
- Concepting
- Project management
- Workflow automation
- AI tools

### EXPERIENCE

Creative Artworker  
Jan 2023-Jun 2026

HH Global - Samsung (D2C)

- Produced high-quality digital assets for D2C campaigns, ensuring consistency across online channels
- Created and adapted artwork (static and animation) in line with client briefs and strict brand guidelines
- Collaborated closely with Account Managers and clients
- Supported with concepting for client pitches and campaign development, including using AI to rapidly visualise and prototype concepts, helping the team explore directions
- Used Adobe Firefly and Photoshop AI tools to extend, remove and create new objects and adapt product imagery reducing reliance on new photography and speeding up retouching-heavy briefs
- Recorded time and project progress within internal job management systems

Integrated Designer  
Dec 2019-Dec 2022

Oliver Agency - Hasbro

- Creation, adapting, resizing, reworking of online and offline assets
- Ensured all design was on brand at all times
- Effectively managed projects within agreed timescales
- Worked closely with marketing on creation of multi-brand assets
- Developed brand pages for annual retailer catalogue under extreme pressure and tight deadlines

Creative Artworker/  
Designer (Freelance)  
2018-2019

Various Clients (Tomy, Hertz, Majestic Wine)

- Assisted with adhoc collateral for UK and European territories
- Worked alongside senior designers on the annual printed catalogue; sourcing and formatting product images, layout design and preparing artwork for print
- Developed on brand print and digital asset cross campaigns
- Supported rebrand projects including Firefly (Hertz subsidiary)
- Collaborated with marketing teams to deliver high-impact visuals
- Designed POS for use across Majestic stores
- Redesigned consumer magazines and printed mailers

Graphics Assistant/  
Junior Designer  
Nov 2015-Jan 2018

Tomy Europe

- Designed and developed graphics for marketing material, packaging, web, print and point of sale
- Managed multiple projects at any one time, keeping to deadlines
- Photographed and formatted images for internal asset library
- Art directed photoshoots and worked closely with photography agencies
- Assisted with image selection and retouching
- Developed large format graphics for multiple toy fairs globally
- Worked with licensors including Disney and eOne

### EDUCATION

CAL Arts Coursera  
2019

Graphic Design Specialization

Richmond Adult  
Community College  
2017

Adobe Creative Suite - Photoshop, Illustrator & InDesign

Godalming College  
2006-2008

A-Levels - Art (B), Photography (B) & Media (C)