

ABOUT ME

I'm Ethan, and I love graphic design. At university, I achieved a first-class degree in Graphic Communication, obtaining the highest mark in the cohort for two consecutive years, which I won the Chancellors' Award for. Since then, I continue to engage in the freelance work that I started in university, in subjects such as local history, wayfinding design, and ephemera studies. I also manage the Ephemera Society's UK account and have taught swimming at a local leisure centre for four years.

REFERENCES

Kayleigh Snow
kayleighsnow@pfpleisure.org
Trevor Smith
trevorsmithg@gmail.com
James Lloyd
j.c.lloyd@reading.ac.uk

MY PORTFOLIO

[typen.me](#) →
See outcomes of projects, including those not listed here.

DESIGN EXPERIENCE

Editorial designer

Earley Local History Group

2023–present

Designed *Earley Walks and Cycle Rides*, with sequel book in production

- I have worked for several years with Earley Local History Group, first at university and since as a freelance endeavour.
- Earley Walks and Cycle Rides*, the title of the book which I produced alongside two other peers, was very well-received.
- I contributed significantly to the final design of the project, being entirely responsible for the map pages and having significant control over how the text pages were laid out.
- The clients were so happy with my contribution that they hired me externally to design their newest book (*Earley Then and Now*) completely independently, which is currently in advanced stages of production.

Wayfinding designer

Nature Nurture / Reading Council

2024–present

Developed signage, including mapping, for two large nature reserves

- Stemming from a 'Real Job' at university but developing into a commercial endeavour, I designed and developed a mapping solution for a large wooded area in the local community alongside a peer.
- I used GIS software and a range of Adobe CC applications to complete this, gaining technical insight into the mapping process.
- Signage was successfully installed to brief and aims to reduce the level of antisocial behaviour in the woodlands.
- This work was informed by multiple focus groups and physical tests.

Social media manager

The Ephemera Society

2026–present

Managed a variety of posts for the Society, including news and updates

- Having been approached by a member of staff at university, I manage the social media presence of the Ephemera Society.
- With over 1,000 members and biannual fairs, the work is fast-paced and involves using a set of guidelines to ensure that output is consistently branded and accessible for all users.
- I have overseen growth of the followers on social media platforms the Society uses, with a 300% growth in numbers of views.
- I am also an active member of the Society's council.

WORK EXPERIENCE

Swimming teacher and receptionist

Places Leisure

2023–present

Taught and motivated participants and was responsible for their safety

- I have taught swimming at a local leisure centre for over 4 years, and am responsible for the safety of multiple participants at a time.
- Additionally, I have worked on reception at the same leisure centre, selling memberships and resolving complaints.

MY QUALIFICATIONS

BA Graphic Communication	University of Reading
2026	First class honours (with <i>Chancellor's Award</i> awarded for two consecutive years, for the highest mark in cohort) Examiners' Award for university project <i>Mapping The Cowsey</i> Accepted into the ISTD (International Society of Typographic Designers) upon completion of 2025 Student Assessment contest Assisted with open days and became technician in the Printing and Letterpress studio, helping students where needed and maintaining the Collections in the studio

GCSEs and A Levels	The Brakenhale School
2015–2022	13 Level 9s and 3 A-Levels in Further Mathematics, Mathematics, and Computer Science.

SKILLS

Adobe CC – very strong proficiency (particularly in InDesign, Illustrator, and After Effects) CSS/HTML – strong proficiency. Python – strong proficiency. Blender – some proficiency.

USEFUL INFORMATION

I have the right to work in the UK. I have a full and clean driving licence.
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