

Imogen Sandbach

Contact

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My Portfolio

imogensandbach.com
[@imogensandbach](https://www.instagram.com/imogensandbach)

Education

2018 - Present

BA Graphic Communication and Illustration

Loughborough University
Expecting to receive a First-Class Honours

2016 - 2018

BTEC Level 3 Extended Diploma in Graphic Design

Warrington and Vale Royal College
Graduated with Triple Distinction*

2011 - 2016

6 GCSEs (A-C) including Maths, English and Art (A)

The County High School, Leftwich

Work Experience

Creative Agency Experience

April 2022

Dark Horses

Through daily collaborative tasks I learnt about the roles and responsibilities of each team within a creative agency and how they collaborate to create their impactful and memorable campaigns. I also took part in workshops focusing on how to enter the industry interview and presentation skills.

Freelance Designer

July 2020 - Present

Feast Your Eyes

Services I provide include brand strategy, identity design, packaging, print and digital design. I can assess a client's wants and needs to deliver the best outcome. I can facilitate client meetings, work to tight deadlines and balance multiple projects by scheduling my time and tasks accordingly. A strong example of this is the Mwai project where I successfully facilitated a brand strategy workshop to discover the deeper problem which was rectified with a plan of next steps giving a direction for the brand and project deliverables.

Personal Project

Summer 2021

Independent Eateries Magazine

My roles were varied and included art director, stylist, designer, producer and marketer. Within these roles, I organised the operations of the magazine, contacted business owners and PR agencies and conducted interviews. I also led and directed a team of copywriters and photographers and styled the scene in photoshoots, designed the magazine and any content for marketing. With my organisation and leadership skills, the launch of the magazine was successful and I developed my interpersonal skills.

Marketing Content Manager

April 2020 - July 2020

Students Against Corona

I was responsible for leading my team to design and produce digital and print content and campaigns. I would create an editorial calendar, delegate tasks, keep track of the online community and ensure that deadlines are met. I also engaged in weekly meetings with the founders of SAC and heads of other departments to plan and strategise the future of the organisation.

Awards and Recognition

July 2021

Year In Enterprise Award

Awarded by Loughborough Enterprise Network in partnership with Santander Universities for my success, hard work and dedication.

January 2021

Graphics Exhibition

My packaging design work was featured in the LCB Depot Graphics Exhibition.

December 2019

Promotion

WOW Magazine

I was promoted to Head of Design after working at the magazine for around four months. I was recognised for my leadership and design skills.

Software Skills

Strong:

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Microsoft Office
MacOS

Familiar:

Adobe After Effects
Adobe XD
Adobe Dimension
Blender

References

Available upon request.

Additional Experience

March - June 2022

Degree Show Student Organiser - Loughborough University SDCA

I volunteered to help organise and plan the final year students degree show. As part of my role I joined discussions with lead organisers and ensured clear communications and delivery of information to students.

February 2022

Creative Hackathon - LSU Enterprise and LU Arts

Teamed up with other students from different subject areas and backgrounds I was tasked a live brief. Working collaboratively in a fast paced environment myself and my team strategised, designed and pitched a creative solution factoring in sustainability.

May 2021

Evolve Program - Loughborough Enterprise Network

I completed both the Initiate and Evolve programmes where I was able to develop my entrepreneurial mindset. Using the goal-setting skills I acquired I am able to set targets to progress my business.

January 2021 - May 2021

Creative Lives

I co-hosted a weekly Instagram Live where I would talk about design, creativity and freelancing with guests. This is something that I really enjoyed and gave me a platform to share my creative thinking and process. This also increased my confidence in engaging with an online audience and enhanced my understanding of the platform which I can apply to my marketing strategy.

August 2019 - June 2020

WOW Magazine

My responsibilities included working closely with the Editor-in-Chief, hiring external photographers, leading my team, designing the magazine and social media marketing content. I would create an editorial calendar, delegate tasks, and ensure that deadlines are met.

March 2020

England Netball Rebrand Summit

During the event, I designed the graphics for the new campaign pitch presentations. I worked under high-pressure conditions as I only had 20 minutes to produce the branding and Glamour magazine advert for each team.

February 2019 - November 2019

Stash Representative

I designed merchandise for my hall at university. I would communicate with printing companies, deal with money and large orders to get my designs printed within a given time frame. In this role, I was a member of the hall's committee where I attended weekly meetings to brainstorm ideas and make plans for the future as a team.

Interests

- I have an eye for design and an appetite for good food. I combined these interests to start my business Feast Your Eyes and personal project Independent Eateries.
- I enjoy travelling and exploring new places. A goal of mine is to convert a van to a camper and to live on the road whilst travelling and exploring the world.
- I read and practice productivity and simple living. I enjoy building complex databases within my Notion second brain.