

KEIRA BOURNE

GRAPHIC DESIGNER | MA DESIGN & BRANDING STUDENT

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SUMMARY

Recent First-Class Graphic Design graduate from York St John University, currently studying MA Design & Branding at Loughborough University London. I have a particular interest in branding, visual communication, digital design and creative campaigns, with experience developing concepts through university, speculative and self-initiated projects. I was shortlisted in the competition to design the York St John University Degree Show and have developed proposed creative work for established brands including TGI Fridays and other consumer-facing businesses. Proficient in Adobe Creative Cloud, with experience using Figma for digital design and prototyping. I am passionate about creating engaging, considered and audience-focused design, and am keen to develop my skills and contribute to a creative team within a professional design environment.

EDUCATION

MA Design & Branding
Loughborough University, London

Sep 2026 - Present

- Developing understanding of branding, creative strategy, design research and contemporary brand communication.
- Exploring the relationship between design, audiences, culture and commercial organisations.
- Developing strategic approaches to brand identity, considering how design can respond to audience needs and real-world challenges.
- Applying research, conceptual thinking and design development to contemporary branding projects and briefs.

BA Honours Graphic Design (1st Class)
York St John University, York

Sep 2023 - Jun 2026

- Developed a broad practice across branding, print, digital design, motion graphics, packaging and visual communication.
- Shortlisted for the York St John University Degree Show design competition, developing a visual identity and creative direction for the university's annual design exhibition.
- Completed projects involving research, concept development, art direction, typography, layout and presentation.

CREATIVE PROJECTS

York St John Degree Show - Metamorphosis

Competition Shortlist | Branding & Exhibition Design

- Developed a visual identity for the university's multidisciplinary Design Degree Show.
- Explored how typography, motion, colour and wayfinding could create a cohesive identity across physical and digital touchpoints.
- Considered the visitor experience across exhibition signage, promotional material and show communications

TGI Fridays - Brand Enhancement Concept

Speculative Project | Branding & Motion

- Developed a speculative repositioning of TGI Fridays aimed at a younger 18–25 audience.

- Explored how humour, motion and a more contemporary visual language could refresh the brand experience.
- Created campaign and animation concepts informed by research into the existing brand.

It's OK to Ask - Vaccination Awareness Campaign

University Project | Campaign & Brand Identity

- Developed a campaign aimed at new parents, encouraging childhood vaccination while addressing fear, uncertainty and stigma.
- Created a proposed brand identity, including a primary logo and variations for different applications.
- Designed supporting flyers and brochures, considering how tone, typography and visual communication could make the subject feel more approachable.

Make It York - Trail Maps

Speculative Client Project | Editorial & Information Design

- Designed a series of illustrated maps encouraging visitors to explore York through themed trails.
- Developed three concepts covering charity shops, nightlife and local ghost stories.
- Focused on accessible information design, visual hierarchy and creating an engaging visitor experience.

CREATIVE SKILLS

Adobe Creative Cloud (Illustrator • InDesign • Photoshop • After Effects) • **Digital Design** (Figma • Digital layouts • Wireframing • Prototyping) • **Design Practice** (Brand identity • Typography • Layout • Packaging • Print • Motion graphics • Campaign concepts • Information design • Art direction) • **Research & Strategy** (Visual research • Audience research • Concept development • Brand research • Presentation)

PROFESSIONAL EXPERIENCE

Team Coach

Jan 2023 - Present

Mitchell's and Butlers

- Supported the smooth day-to-day running of busy hospitality environments, helping coordinate front-of-house teams during busy periods.
- Delivered friendly, professional customer service and communicated confidently with customers and colleagues.
- Supported and guided team members while helping maintain high standards of service.
- Developed strong teamwork, organisation, communication and problem-solving skills in fast-paced environments.

Key Holder

Jul 2022 - Nov 2023

Indigo Sun

- Provided customer service, handled bookings and processed payments.
- Worked independently and took responsibility for the day-to-day running of the shop.
- Opened and closed the premises and managed customer enquiries.
- Developed strong organisational, communication and problem-solving skills.

WEBSITE

keiralouisedesign.com