

# Florence Antia

florenceantia17@gmail.com  
07397787692

67 Hilldrop Crescent  
Kentish Town, London  
N7 0JD



I am a London based designer with over 4 years industry experience working in Web/UI/UX and passionate about a research based approach to design. I currently work in a design role at a boutique digital agency specialising in the design and delivery of creatively driven, dynamic digital experiences.

## Education

---

(2019-2020)

**MA Graphic Design (Distinction)**  
UCA Epsom

(2014-2017)

**BA (hons) Architecture (2:1)**  
University of Liverpool

(2011-2013)

**A Levels: A\*AB**  
**GCSE's: 4A\* 5A**  
Dubai College

## Skills

---

Figma  
Adobe XD  
Adobe Illustrator  
Adobe InDesign  
Adobe AfterEffects  
Adobe Photoshop  
Adobe Premiere Pro  
Trello  
Bugherd  
Jira  
Sketch

## Hobbies & intrests

---

Running  
Padel  
Surfing  
Snowboarding  
Photography  
Reading  
Cooking

## Employment

---

(July 2023-present)

**Junior Designer**  
The Web Kitchen

- Lead on the design of web projects for clients across diverse sectors—including education, charity, and corporate—transforming detailed briefs into high-impact design solutions through research, concept development, and refinement into high-fidelity desktop and mobile prototypes using Figma.
- Collaborate closely with developers throughout the build phase—managing handover, providing assets, validating design fidelity across typography, spacing, and animations, and supporting informed decisions on build compromises when needed.
- Consistently drive to innovate by creating thoughtful brand-led solutions that balance storytelling, user experience, and client goals—drawing inspiration from industry-leading websites, current trends and interactive references to shape the design direction.
- In addition to large-scale projects, I regularly handle smaller support tasks for existing clients, including digital and social asset creation, designing print material, video and photo editing and UX usability improvement audits.

(February 2021-July 2023)

**Digital Designer**  
ROAR Digital Ltd.

- Designed and prototyped responsive, and accessible websites for clients in the property sector that reflected and elevated their brand guidelines while contributing creative concepts, including custom icons and illustrations.
- Wireframed web page designs to optimise user journeys, lead generation, SEO and performance of client business goals based off user research and analytics conducted at the beginning of the project.
- Independently led client meetings—both in person and via video call—to present research and designs, and to gather valuable client feedback.
- Spearheaded the company's rebranding project, leading the design process in close collaboration with the director. I was later invited back as a freelancer to apply the new branding and design the company's new website.

(2019-2021)

**Graphic Designer**  
Hiatus Collective

- Hiatus was a charity providing a platform for neurodivergent artists. I designed social media and marketing assets including posters, banners and GIFs.

(2018-2019)

**Part 1 Architectural Assistant**  
AC Architects Ltd.