

PRISHA THACKER

CREATIVE GRAPHIC DESIGNER

0799 9288 606 

prishathacker@hotmail.com 

www.prishathacker.com 

Creative, efficient and passionate about visual communication.

Over ten years of Graphic Design and Artwork experience within an in-house studio and agency environment. Able to produce high quality work against tight deadlines with an ability to work in many different styles and formats including digital, print, video and animation. Highly motivated with excellent project management skills, experience with managing a team, professional, competent and confident taking projects from brief through to completion.



EMPLOYMENT & EXPERIENCE

Creative Digital Designer, iD Mobile, Currys | June 2015 – Present

- Leading the conceptualisation and execution of integrated creative campaigns across digital, social, CRM, web, and in-store.
- Developing innovative campaign concepts and toolkits (e.g. Summer, Black Friday, Easter, Christmas), ensuring alignment with brand guidelines and commercial objectives.
- Designing and delivering high-quality creative assets including display banners, social content, POS, packaging, & affiliates.
- Applying AI-powered tools (Midjourney, Adobe Firefly, ChatGPT) to enhance creative output and improve workflow efficiency.
- Maintaining and evolving brand guidelines, ensuring consistency while identifying opportunities for innovation within brand frameworks.
- Creating and managing campaign toolkits for use across internal teams, external partners and on Figma for web designers to access.
- Presenting creative concepts and rationale to senior stakeholders, effectively communicating design decisions.
- Managing stakeholder feedback, balancing multiple inputs while maintaining creative integrity and high standards.
- Collaborating closely with marketing, Social, CRM and affiliate teams to deliver projects on time and to brief.
- Designing packaging, merchandise, and retail collateral (like Billing, FSDUs, office vinyls, event specific fixtures) ensuring consistency across all customer touchpoints.
- Designing screen app layouts, wireframing on Figma the layout, colour scheme, typography, and overall visual style of the website. Designing various interactive elements, such as buttons, menus, and navigation bars.

Key Achievements:

- Delivered multiple high-impact, multi-channel campaigns supporting key trading periods and driving customer engagement.
- Improved creative efficiency and output through adoption of AI tools and streamlined processes.
- Developed campaign toolkits adopted across wider teams, improving consistency and scalability of creative delivery.

In-house Creative Artworker, Banner Managed communication JDW Wetherspoons | August 2013 – June 2015

- Designed a wide range of marketing materials including posters, menus, flyers, and press advertisements.
- Led redesign of national and airport menus, improving visual consistency and customer experience.
- Produced artwork for digital screens and website content.
- Ensured strict adherence to brand guidelines while delivering high-volume, print-ready artwork.
- Created press ads and marketing collateral for Wetherspoon News magazine.
- Designed large-scale signage including motorway and service station assets.

Graphic Designer, Glen Dimplex | January 2013 – August 2013

- Designed packaging, labels, and product visuals for multiple brands including Morphy Richards and Dimplex.
- Created exhibition stands and roomsets to showcase products.
- Conducted product photography and retouching.
- Developed vector illustrations and technical artwork for packaging
- Presented design concepts to stakeholders through PowerPoint presentations.
- Powerpoint presentations to present in meetings with clients.

Graphic Designer, Ink2paper | March 2011 – December 2012

- Designed packaging, POS materials, and marketing collateral for a range of clients.
- Acted as brand guardian, ensuring consistency across all outputs.
- Produced client presentations and visual concepts.
- Managed print production processes and operated industrial printers.
- Worked closely with clients including Zee TV on creative requirements.

Earlier Experience

Additional roles include Altitude London, Snappy Snaps, NHS Communications, and freelance ventures, building strong foundations in branding, marketing, and visual communication.

References available upon request.

QUALIFICATIONS

Sept 2005 – June 2010 – University Of Hertfordshire

BA (Hons) Graphic Design and Illustration,
Extended Foundation Art and Design Degree

Internship: 2009 Graphic Designer, NHS Communications Department

July 2009 – University of Westminster

Professional Courses in Business & Computing Certificate
Developing websites using HTML & CSS Intermediate Level

Sept 2002 – June 2004 – Harrow Weald College

A levels: Spanish, Graphic Design, Media Studies & ICT

Sept 2000 – June 2002 – Harrow High School

11 GCSE's A to C's including:
Mathematics, Double Award Science and English

TECHNICAL SKILLS

Design & Creative: Proficient in using Adobe Suite: Adobe Creative Suite (Photoshop, Illustrator, InDesign) After Effects, Premiere Pro, Figma.

AI Tools: Midjourney, Adobe Firefly, ChatGPT, Runway.

Other: WordPress, HTML/CSS (intermediate), QuarkXPress

Project Tools: Wrike / BaseCamp / Trello / Proof HQ / JIRA

ADDITIONAL INFORMATION

Languages: English & Spanish (fluent), conversational Portuguese, Italian, Gujarati.

Strong interest in design trends, AI tools, and creative innovation. Entrepreneurial experience running personal design-led ventures.

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SOME OF MY WORK

01. iD MOBILE UK

Designing a scalable Easter campaign.
March 2026

The challenge: Seasonal campaigns often feel generic & visually repetitive. The challenge was to create a campaign that:

- Stands out during a crowded holiday period.
- Clearly communicates data-driven offers.
- Scales efficiently across multiple formats.

The idea:

The high energy composition featuring bursting Easter eggs and coloured powder effect creates a sense of excitement and impact- visually representing the idea of 'burst' of value. The cracked egg reveals the data treats, helping to connect the functional benefit.

Toolkit & Asset system:

A modular system designed for flexibility & consistency across and channel outputs (social media, display ads, web banners)



02. iD MOBILE UK

Christmas campaign. December 2025

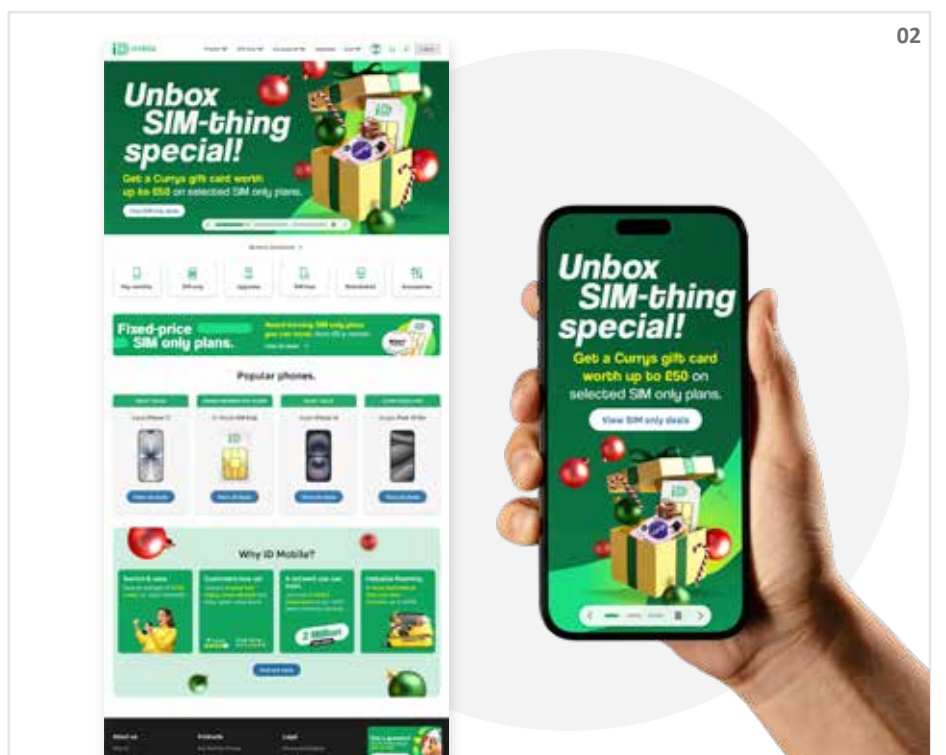
The challenge: To create an engaging campaign that promotes gifting and to explore different ways to use the brand thumbprint.

The idea:

The creative conveys the idea that choosing iD Mobile during the festive season is like unwrapping a Christmas gift for yourself. By combining seasonal festivity, playful copywriting, and visually appealing gift imagery, it makes the offer feel celebratory, rewarding, and perfectly timed for holiday shoppers. A festive gift box with the lid popping open, revealing gift card reward.

Brand identity thumbprint:

A refreshed use of the brand thumbprint to introduce greater depth, dimension and a sense of playfulness to the creative.



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SOME OF MY WORK

03. iD MOBILE UK

Designing a flexible suit of RTBs.

March 2026

The challenge: To create a refreshed look and feel of the iD Mobile RTBs that are flexible to edit, and scalable for every channel or export.

- Stands out on its own use
- Clearly communicates its function visually.
- Scales efficiently across multiple formats.

The idea:

Focusing on the Brand's highlight colour-yellow, 3D hyper realistic assets were designed in Figma, enabling easy editing and scalable export across multiple channels.

Brand page with editable link:

A component-based RTB system developed in Figma, enabling efficient updates and consistent rollout of key messages across web, marketing collateral and campaign touchpoints.

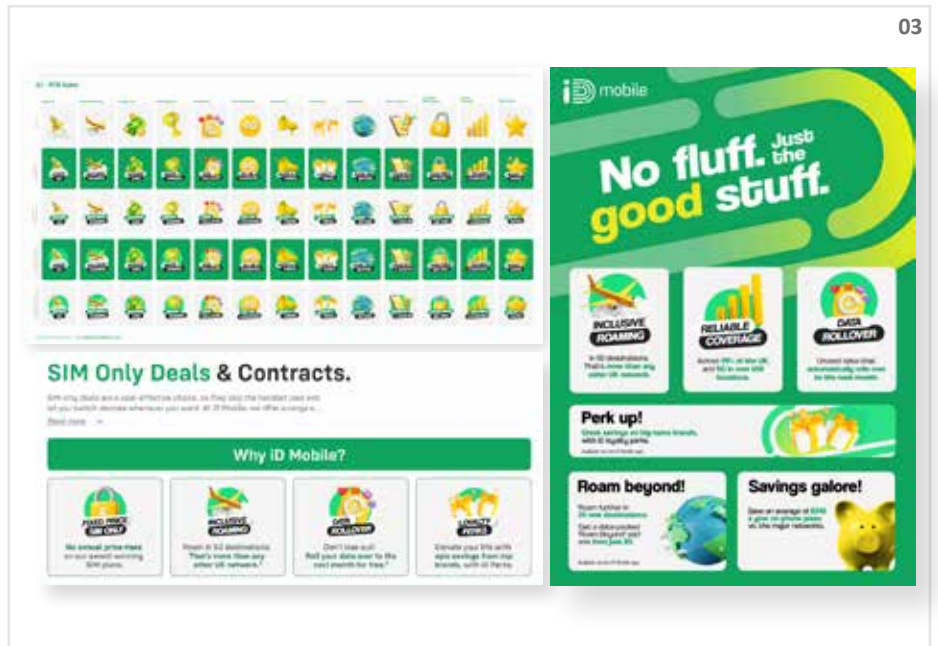
04. iD MOBILE UK

Online Events.

A new visual direction for the brand, introducing 3D hyper-realistic elements to create more immersive, tactile, and engaging campaign imagery. This approach enhances story telling while elevating product presence within vibrant, lifestyle-driven scenes.

a: Inclusive Roaming event, for website and social banners. A shift towards 3D hyper-realistic visual storytelling, designed to modernise the brand, increase cut-through, and create more engaging, product-led campaign environments across seasonal and promotional moments.

b: This creative focuses on showing AI as fast, intelligent, and seamlessly integrated into everyday smartphone experiences. The neon gradients represent technology, intelligence and innovation. The light trails symbolise data flow, speed and AI processing. The icon based story telling hints at a capability.



03



04

c: Black Friday campaign creative leveraging dark mode and an evolved thumbprint to increase contrast, and visual impact, adding depth and a more dynamic brand presence.

d: Tropical inflatables placed to set the scene of a hot summer. The positioning helps bring depth and movement, making the design feel dynamic and bold. The bright colours contrast beautifully against a clean background, ensuring the visuals pop with energy and style. A fresh, eye-catching take on Summer.

05. TOGETHER FOR TAMPA
April 2020

Branding for a group of Tampa residents who developed a financial support to their local businesses by creating a "meal train" over the Covid-19 pandemic. Featured on Fox News.

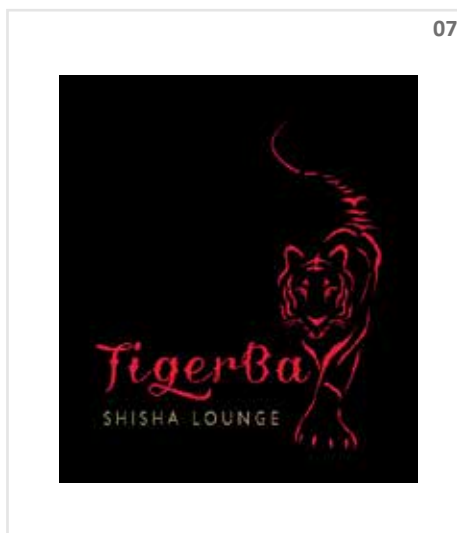


06. iD MOBILE UK
May 2017

iD Mobile packaging for Samsung Galaxy Tablet. FSDU also designed to house the packaging in Carphone Warehouse stores.

07. TIGER BAY BRAND IDENTITY
July 2010

Brand identity for a shisha & dessert lounge. Menu's, signages and outdoor banner also designed.
www.tigerbayshisha.co.uk



08. iD MOBILE UK
November 2018

Development of a set of icons for iD Mobile brand guidelines. This was used across all channels to give customers clear guidance.

09. CARLTON LOUNGE
June 2010

Brand identity for a restaurant/ banqueting suite. The logo is a flower & also a flame. The logo was applied to all their collateral. Food menu & wine list was also produced.



10. REDRING BROCHURE
May 2013

Design of Redring product brochure. Photography of product was taken in-house and then re-touched in photoshop.

11. JDW WETHERSPOON
February 2015

Creative promotional posters produced to promote specific seasonal deals across the pubs in the UK.



12. TOGETHER FOR TAMPA
 April 2020

Brochure re-design fro Stoves.
 Retouching the stoves photographs,
 layout of brochure and executing final
 print ready files.



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13. APPLE TREE NURSERY
 April 2012

Identity for a small nursery.
 Promotional materials were also
 produced, such as banners and flyers.
<http://www.appletree-nursery.com>



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14. iD MOBILE UK
 December 2016

Creation of brand guidelines. The do's
 and dont's on the brand tone to the
 colour pantones.

Illustration creation to be used across
 all iD Mobile collateral, creating
 defert illustrations for various
 campaigns. Toolkit produced to
 instruct other designers how to create
 illustrations keeping to the same style.



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15. BRANDING
 October 2012-2016

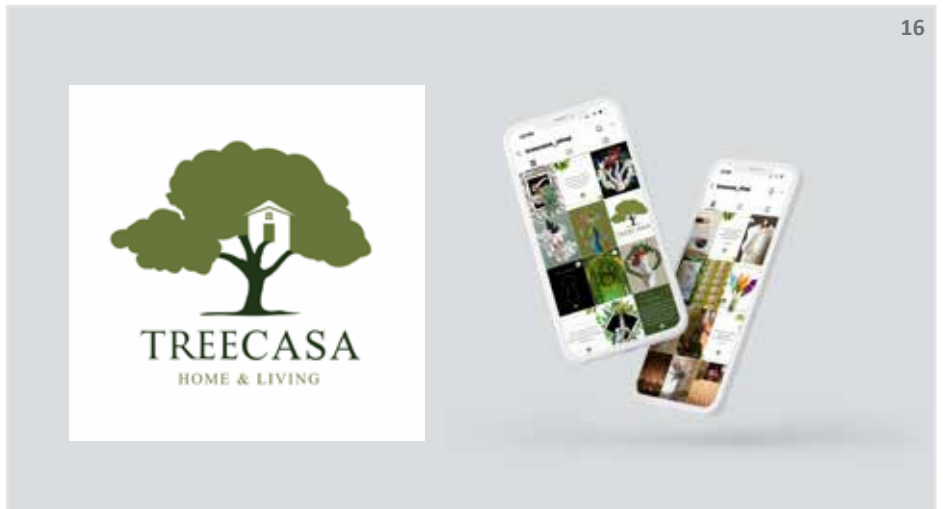
- a. **MY LUNCH BOX** - Healthy eating company.
- b. **CHILL ON THE HILL** - Coffee shop situated on Harrow on the hill.
- c. **ACTIVE HOUSING LTD** - Architect company.
- d. **SS CONSTRUCTION** - Construction company.
- e. **SOLANUS** - Renewable resource company logo. Solanus specialise in solar/wind resourcs.
- f. **THE ULTRASOUND TRAINING ACADEMY**- NHS health care programme.



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16. TREECASA
April 2020

Brand identity for homeware start up.
 Creation of logo and brand toolkit.
 Social posts, and retouching product
 shots for the website. Producing gifs &
 social content for social platforms.

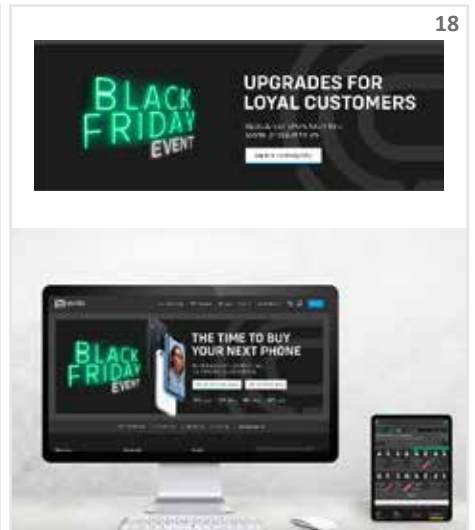


17. CARMEN
December 2012

Creation of Carmen Thermoceramic
 Straightener packaging. Icons are also
 created specifically for Carmen range
 products.

18. iD MOBILE UK
October 2019

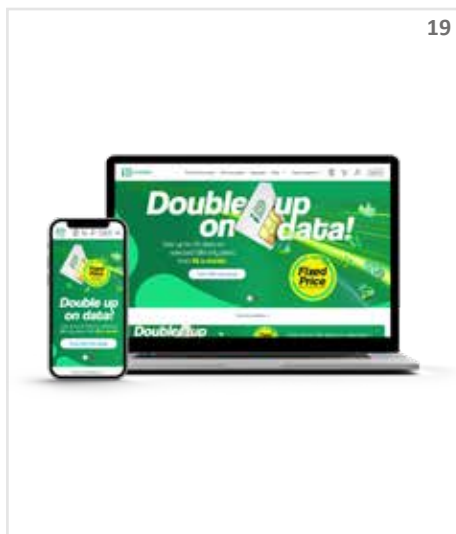
Producing a campaign for the Black
 Friday Event for online platforms.
 Creative was bold & bright for the deals
 to shine, focusing on the younger target
 demo. Key mechanic was 'Dark Mode'
 which is on trend. It provided great
 contrast and allowed the deals to really
 stand out.



19. ID MOBILE
November 2025

This creative's core idea is based on
 receiving double, of the data. The use of the
 double icons is to represent this.

The fun positioning, the tech like icons and
 background swoosh shows connectivity. The
 positioning of the p and d, shows a subtle
 way of doubling and makes a percentage
 sign to portray doubling.



20. PRISHANNA.COM
November 2015

Brand identity for an online jewellery
 boutique. Creating website and online
 content for social platforms. Organising
 photoshoot with the models and products.
 Artworking products for company catalogue.
 Insta: ps_prishanna | Facebook: prishanna
 web: prishanna.co

