GRAPHIC AND WEB DESIGNER

Hello, I'm Jamie Etherington.

I'm brimming with creativity and always buzzing with dynamic energy, eager to soak up new knowledge wherever I can. I'm naturally hardworking and solutions-oriented, always approaching things with a big dose of enthusiasm. Communicating clearly and managing my time efficiently are things I take pride in. I really enjoy collaborating with others as part of a team but I'm also independent and can steer the ship solo when necessary. I thrive in changing environments, always keeping a keen eye on the details to ensure everything is just right. I love keeping myself organised, prioritising tasks and making sure everything gets ticked off on time.

Experience

2015–2017

Positive Footprints, Burnley

JUNIOR GRAPHIC DESIGNER

Kicking off my career at Positive Footprints was incredible! I had the space to spread my wings and dive into some fantastic projects. Here's a peek at some of the fun stuff I got to do:

- I designed some adorable mascots for the Raising Aspiration Programme, affectionately known as the Junctioneers. They've become quite the stars!
- I whipped up posters and banners for various events, bringing a splash of colour and excitement to every gathering.
- I got to experiment with all sorts of media, which was a blast and let me flex my creative muscles.

It's been a journey filled with creativity and growth and I couldn't have asked for a better start!

2017–2020

Positive Footprints, Burnley

GRAPHIC DESIGNER

Earning my stripes in Graphic Design was a dream come true after all the effort I put in as a junior! Stepping up to more responsibilities was thrilling. It truly made me feel like an integral part of the team. During my time at Positive Footprints, I got involved in some really exciting projects. Here's a little snapshot:

- I got to design products for the Raising Aspirational Programme, which is making a big impact across primary schools nationwide.
- I developed my very first website, creating a vibrant digital presence for Positive Footprints that showcases what we're all about.
- I also dived into animation and video production, crafting engaging content that helps spread the word and connect with our audience.

It's been a rewarding journey, turning ideas into reality and seeing the positive effects our work has right from the get-go!

CONTACT

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EDUCATION

2010 – 2013 / BA (HONS) 2.1
University of Central Lancashire
Computer Games Enterprise

REFERENCES

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SOFTWARE SKILLS

Photoshop
●●●●●●●●○○

Illustrator
●●●●●●●●●●

InDesign
●●●●●●●●●○

After Effects
●●●●●●●○○○

Premiere Pro
●●●●●●●●○○

WordPress
●●●●●●●●●○

Elementor
●●●●●●●●●●

Figma
●●●●●●●○○○

Experience Continued

2020–2021

Regenda Limited, Liverpool

GRAPHIC DESIGNER

Joining the Regenda Group Marketing and Communication team was a real career highlight for me! It wasn't just about being part of a large organization, it was the chance to collaborate with some truly awesome people. Together, we got to craft a bunch of stellar materials and graphics for various subsidiaries. From informational booklets for tenants to catchy video reels for our newest apprenticeship programs, we did it all! My role was super dynamic, involving:

- Creating a wide array of top-notch materials, this included everything from booklets and posters to pop-up banners, construction hoarding, and even car graphics.
- Building and nurturing great relationships with our clients and suppliers.
- Planning meticulously to meet deadlines, prioritising tasks effectively and managing time to ensure every design was to my high standards.

2021–2024

Regenda Limited, Liverpool

GRAPHIC/WEB DESIGNER

Getting promoted to graphic/web designer was such a thrilling achievement for me. It felt amazing to be acknowledged for my work in both design and coding. I was so excited to seize the opportunity to enhance the websites across the Regenda Group by transitioning them to WordPress. This move, not only helped to boost sales, but also allowed us to connect better with our target audience. Here's a glimpse into my daily routine:

- Crafting top-notch responsive websites for the Regenda Group.
- Keeping things fresh by maintaining and updating our awesome sites.
- Giving our online presence a boost by focusing on SEO.

Of course, I still tackled my usual graphic design tasks with enthusiasm!

2024–CURRENT

Regenda Limited, Liverpool

CREATIVE LEAD

Being promoted into a leadership position has allowed me to develop my knowledge of different areas of the business. I believe a good leader leads by example, brings positive energy, recognises great work and remains approachable.

- Project management: Planning large-scale projects with the team to ensure deadlines are met and quality remains high.
- One-to-One: Holding monthly meetings to review workloads, address challenges and provide support.
- Staff wellbeing: Building team confidence and morale through positive encouragement, recognising achievements and helping people refocus to achieve better outcomes.

2025–CURRENT

Harvey Saves

CONTENT CREATOR

I launched Harvey Saves across YouTube, TikTok, Facebook and Instagram to showcase my son's goalkeeping journey. The channel has achieved multiple viral hits, millions of views and nearly 100,000 followers across TikTok and Facebook. I have also secured a partnership with HT Goalkeeping.

- Video editing: Recording and editing content efficiently to maintain a consistent presence and grow the channel.
- Social engagment: Creating engaging videos that capture viewers' attention and encourage them to return for more.
- Partneship reltatioships: Securing a partnership with HT Goalkeeping, providing opportunities to meet professional goalkeepers and represent an established brand.

TECHNICAL SKILLS

- HTML
- CSS
- JavaScript
- Java
- PHP
- SQL

SOFT SKILLS

- Communication
- Problem-Solving
- Teamwork
- Time Management
- Creativity
- Determination

ORGANISATIONS

2020–PRESENT

REGENDA LIMITED

The Regenda Group operate across the housing and construction sector, in care and support, and in education, training and careers.

2015–2020

POSITIVE FOOTPRINTS

Positive Footprints produce award winning personal development programmes that allow self-discovery, raise aspirations and opening up the world of work .

CERTIFICATIONS

2025

ILM LEAD PROGRAMME

Completed a leadership and management development programme with The Learning Foundry, covering project management, performance management, leadership styles, change management, stress and conflict resolution, negotiation, influencing and profit and loss management to ensure value for money.

HOBBIES

- Football
- Hiking
- GYM
- Drawing
- Gaming
- Reading

Portfolio



Logo, Video Editing, Animation, Content Creation, Sponsorship

HARVEY SAVES

What started as a request from my son, Harvey, to record his goalkeeping matches, quickly grew into a successful content project. Alongside my day-to-day work, I record, edit and create reels showcasing his performances. Within a month, one clip went viral, reaching over 1 million views and now exceeding 41 million. This attracted Sport Bible, who featured the clip, and led to a sponsorship with HT Goalkeeping. We continue to work closely with HT, attending media days and creating content to promote new product launches.

Logo & Brand Identity

To help Harvey Saves stand out from the competition, I designed a logo that combined the channel's name with its goalkeeping identity, creating a recognisable brand across social platforms.

Video Editing

Using Adobe Premiere Pro, I select and edit key moments from Harvey's games, creating engaging clips. I also produce supporting graphics, including animated scorelines and CTA graphics.

Content Creation

I create and manage content across multiple social platforms, producing engaging clips that have achieved millions of views. To date, I have grown the channels to:

YouTube: 61K subscribers
Facebook: 71K followers
TikTok: 98K followers

Animation

Using Adobe After Effects, I created short branded intro and outro animations to grab viewers' attention and give the channel a consistent identity.

Sponsorship

Working closely with HT Goalkeeping, I coordinate meetings and plan promotional content to showcase new products. This ongoing partnership has also helped support the growth of their junior goalkeeper range.

The next milestone is to reach 100K YouTube subscribers and achieve the YouTube Silver Creator Award. Having reached 61K within the first year, I believe this is an achievable target. Above all, the project allows me to showcase Harvey's hard work and development as a young goalkeeper. I'm very proud to be his dad.

Portfolio



Branding, Product Design, Promotional Material

RAISING ASPIRATION PROGRAMME

Collaborating with Positive Footprints on the Raising Aspiration Programme was a delightful journey into creating educational materials that not only met but exceeded educational standards. Our goal was to make learning about the world of work exciting and accessible for young minds. Here are some of the vibrant and educational materials I had the pleasure of designing:

Packaging

I developed eye-catching packaging that grabs the attention of young learners, making them eager to discover what's inside.

Work Booklets

These booklets were carefully crafted to be both informative and enjoyable, incorporating colourful graphics and interactive content to enhance learning and retention.

Game Cards and Wallets

Designed to be hands-on and interactive, these game cards make learning about various careers fun and engaging. The wallets add a practical element, helping organize the cards and simulate real-world scenarios.

Presentations

Each presentation is packed with engaging visuals and clear, concise information to help teachers communicate the programme's goals effectively and keep students engaged.

Through these materials, we aimed to inspire curiosity and excitement about future career paths, making the first steps into the world of work not just educational, but truly exhilarating!

Portfolio



UI Design, UX Design, Web Design, Web Development

M&Y MAINTENANCE AND CONSTRUCTION WEBSITE

Stepping into the role of transforming M&Y Maintenance and Construction's digital presence, I was tasked with creating a WordPress site that could truly deliver. Their previous CMS fell short, it was neither responsive nor engaging, which simply wouldn't do for a dynamic construction company. Diving in, I collaborated closely with the M&Y team, using Figma to craft a detailed site plan and mock-ups that brought our ideas to life. This visual blueprint was invaluable in guiding the development process. Here's how I dialled up their digital experience:

Sitemap and User Journey

I meticulously mapped out the site's structure to ensure users could navigate seamlessly and find what they needed without any fuss.

Responsive Design

Knowing how crucial mobile responsiveness is in our digital age, I ensured the site looked great and worked smoothly across all devices.

Optimisation

I tweaked every aspect of the site to load faster and perform better, boosting both user satisfaction and SEO.

UX & UI Design

With a focus on user experience and interface design, the site became not only more intuitive but also more engaging.

Better CMS

Transitioning to a more robust WordPress system, we gave them a powerful backend tailored to their needs, making it easier to manage content and update the site.

I continue to work closely with M&Y, regularly updating and refining the website to enhance features and functionalities, ensuring it remains at the forefront of digital innovation in their industry.

Portfolio



Branding, Hoarding, Logo

PARKFIELD PLACE DEVELOPMENT

Working alongside Redwing on the Parkfield Place development was a delightful and creatively fulfilling experience. Drawing inspiration from the iconic Palm House in Sefton Park, Liverpool, a true symbol of beauty and tranquillity, I aimed to encapsulate its essence in the visual identity of the project. The result was a logo that embodies elegance and serenity, mirroring the architectural grace of the Palm House. Here's a glimpse into the vibrant branding materials I crafted:

Logo

The logo reflects the structural elegance and transparency of the Palm House, using geometric shapes and a serene colour palette that invites potential homeowners to envision a peaceful life at Parkfield Place.

Construction Hoarding

To engage the community and passersby, the boarding was designed with captivating visuals of the development and the Palm House, fostering a connection between the site and its local heritage.

Brand Guidelines

Comprehensive guidelines were developed to ensure consistent application across all marketing materials, reinforcing the brand's message and aesthetic appeal.

These elements played a pivotal role in marketing the 39 chic two-bedroom apartments, making them not just structures, but a lifestyle choice synonymous with beauty and tranquility.

Portfolio



Branding, Logo, Promotional Material

THE REGENDA GROUP REBRAND

Taking on the rebranding of Regenda Group, a multi-million-pound powerhouse, was both an exciting challenge and a huge responsibility. The main issue was that Regenda lacked a distinct identity, which made it difficult for them to effectively convey their core mission to customers and employees. To breathe new life into the brand and set the stage for future growth, I focused on several key areas:

Logo

We designed a fresh, modern logo that reflects the innovative spirit of Regenda, making it instantly recognizable.

Brand Identity

I revamped the overall brand image to ensure it communicates the group's values and aspirations clearly, making it resonate with both current and potential stakeholders.

Internal Communication

To foster a strong internal culture, we implemented new communication strategies that enhanced transparency and engagement among staff.

Office Branding

The physical spaces were transformed to align with the new brand, creating environments that inspire creativity and collaboration.

Website

Designed and developed a modern, responsive website that showcases Regenda Group's diverse services, social impact and commitment to building thriving communities, with a focus on usability, accessibility and a seamless user experience.

This rebranding wasn't just about changing visuals but planting a seed for a robust, flourishing future, where Regenda's new identity could take root and grow, ultimately enhancing every encounter with customers and empowering employees.

Portfolio



Branding, Hoarding, Logo, Promotional Material

NEW FERRY DEVELOPMENT

I've had the fantastic opportunity to contribute to the brand and vision of the New Ferry development, a vibrant housing project nestled in the heart of New Ferry, Wirral. This significant initiative is proudly supported by the Wirral Council and boosted by the government's Leveling Up scheme. While the project is still unfolding, my role has spanned across several creative domains to craft a compelling visual and communicative presence. Here's a snapshot of the diverse media types I've engaged with:

Logo
Crafting a unique emblem that encapsulates the essence of New Ferry's revitalization.

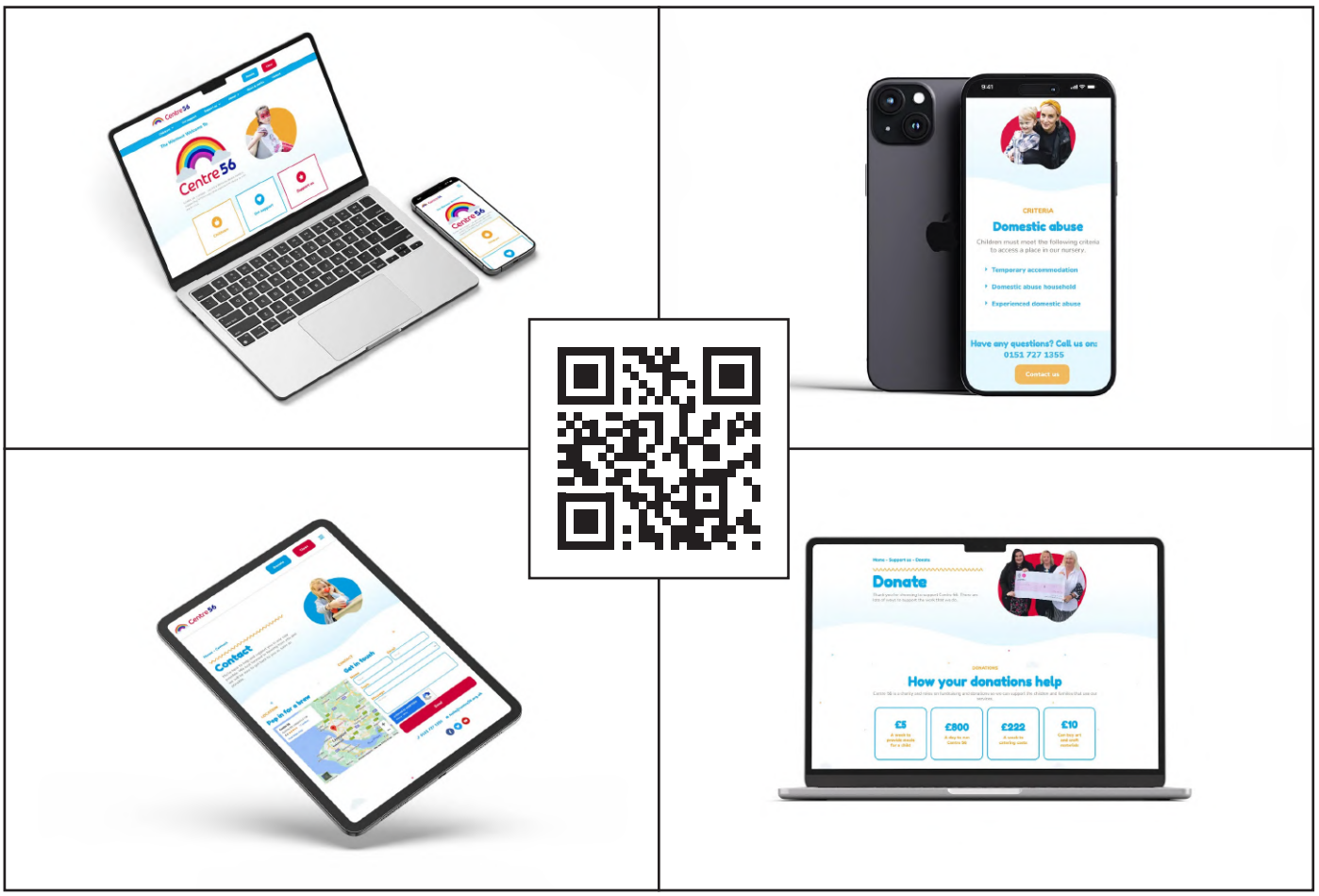
Branding
Developing a comprehensive branding strategy that communicates the project's objectives and values.

Hoarding
Designing eye-catching hoarding panels that not only secure the site but also tell the story of the ongoing transformation.

Popup Banners
Creating impactful pop-up banners to capture attention at events and exhibitions, enhancing visibility and engagement.

Each element of media has been thoughtfully designed to not only reflect the innovative spirit of the New Ferry regeneration but also to forge a connection with the community and stakeholders involved.

Portfolio



UI Design, UX Design, Web Design, Web Development

CENTRE 56 WEBSITE

I worked closely with Centre 56 to transform its digital presence, replacing an outdated CMS with a modern, responsive WordPress website designed to improve usability, engagement and performance.

Working alongside the Centre 56 team, I used Figma to develop the site structure, user journeys and visual mock-ups, creating a clear blueprint for the design and development process. The result was a more accessible, intuitive and engaging digital experience, built around the needs of both the business and its users.

Sitemap and User Journey
Developed a clear, logical site structure that makes it easy for users to navigate the website and find the information they need.

Responsive Design
Created a fully responsive experience, ensuring the website looks great and functions seamlessly across desktop, tablet and mobile devices.

Performance & SEO Optimisation
Optimised the website to improve loading speeds, overall performance and search engine visibility, delivering a smoother user experience.

UX & UI Design
Designed an intuitive user interface with a strong focus on usability, accessibility and visual consistency, making the website more engaging and straightforward to use.

WordPress CMS Development
Migrated the website to a more flexible and robust WordPress platform, providing Centre 56 with a tailored content management system that simplifies ongoing updates and content management.

My work with Centre 56 continues beyond the initial launch. I maintain and refine the website, introducing improvements to its features and functionality to ensure it continues to evolve alongside the business and its digital needs and functionalities, ensuring it remains at the forefront of digital innovation in their industry.