



MALIKAH HART

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Working daily in demanding environments, I have an aptitude for understanding client requirements, organisational skills, and remain calm and confident in constant changing work situations.

My background in Industrial Design has driven a keen sense for problem solving, intuitive design, and precision with acute visual awareness, which has allowed me to successfully further my career and grow in several job roles and cultural environments.

I have a passion for learning and development of creative solutions to create intuitive, responsive and appealing design concept, which translates through my experience and portfolio.

SKILLS



PHOTOSHOP
ILLUSTRATOR
INDESIGN
ADOBE XD
WORDPRESS
FIGMA

EDUCATION

2014 - 2019

NORTHUMBRIA UNIVERSITY

BA Degree Design for Industry (2:1)

Inc. Design Internship at Newcastle City Council

2005 - 2013

COLONEL FRANK SEELEY SCHOOL

12 GCSE's & 4 AS/A - Levels

KEY ACHIEVEMENTS

'It's Complicated' Article published by independent women's magazine
Raising funds for design shows with peer group
Duke of Edinburgh Bronze-Gold
Completing additional courses relevant to my studies

KEY SKILLS

Website creation and redesign
Complete and partial brand creation, strengthening and redesign
Social media strategy creation with design

EMPLOYMENT HISTORY

2022 - PRESENT | THE SUBSTANTIA GROUP CREATIVE CONSULTANT & WEB DESIGNER

Conduct design consultations with clients to understand their design needs, goals, and objectives.
Research and analysis on client's industry and competitors to inform design decisions
Adhere to design standards, trends, guidelines and best practices
Work with various design tools and software
Manage multiple design projects concurrently, ensuring timely delivery.
Collaborate with cross-functional teams, including developers and marketers, to implement and refine designs.

Key Achievements:

Successfully delivered over 50 design projects, receiving positive feedback for innovation and effectiveness.
Improved client engagement and satisfaction by 70%, through targeted design solutions.

2015 - 2022 | BROWNS BRASSERIE & BAR SALES & EVENTS MANAGER & BAR MANAGER

Understanding and focusing business objectives around guest experience
Driving business branding and identity standards
Managing team including schedules, leadership, recruitment and training/development
Managing stock levels and assisting in menu development
Creating relevant visual displays and social media content

Key Achievements:

Increased event bookings by 143% through effective marketing and client relationship management.
Successfully managed events, each tailored to meet specific client objectives and brand identity.

2017 - 2017 | I'M NOT FROM LONDON ARTIST LIAISON

Leading a team to meet client briefing objectives
Visually merchandising live performances
Independently leading meeting with clients; artists, journalists etc.
Overseeing the fulfilment of business deals with local businesses
Managing social media accounts via Hootsuite and Mailchimp
Creating on brand digital and print content for the company

Key Achievements:

Played a key role in the successful execution of 70 live performances, contributing to the company's reputation in the local music scene.