



Anina Black

Senior Graphic Designer and Photographer 10 years of experience

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Languages

English (Native)

German (Native)

About

Senior Graphic Designer - Brand Designer & Manager - Art Director - Photographer
Profile Summary I am a versatile Graphic Designer proficient in both English and German, with 10 years of expertise in elevating companies' marketing, branding, and reputation both online and offline. Collaborating closely with Directors and teams, I oversee external agencies and PR, enhancing sales and fostering company expansion, providing creative solutions, while maintaining exceptional quality. My portfolio encompasses fashion, luxury-lifestyle, real estate, retail, e-commerce, gaming, finance, ai, and media.

BRANDS WORKED WITH

Authentisize.io

bv-group.com

nashbond.co.uk

Wowcher.co.uk

williamandson.com

christies.com/en

Condé Nast

Experience

● Founder

Authentisize.io | Feb 2024 - Now

● Senior Creative Designer

bv-group.com | Sep 2020 - Now

Developing and executing fresh brand concepts and game designs for both external Gaming Providers and in-house projects. Primarily concentrating on marketing and creative output within the realms of Casino and Sports. Currently engaged with three casino brands, promoting both new game launches and existing ones. Using Figma, Creative Suite and Mid-journey to design games, produce digital banners, manipulate photos, and edit Social Media Videos. Keeping up to date with tech developments and news.

● Brand Manager and Designer

williamandson.com | Jan 2020 - Sep 2020

Overseeing the digital overhaul of the W&S store into a comprehensive interactive platform situated in Mayfair. Supervising and photographing the 360 Photography Studio for all product lines. Providing consultation and design expertise for web pages. Collaborating closely with the CEO, PR, Marketing, and E-commerce team. Offering consultation for the Sky ad-smart advertisement campaign via an external agency, resulting in a significant return on investment (ROI) and a noteworthy increase in both in-store visits and conversion rates.

Additionally, responsible for designing print advertisements and magazine press materials, including social media photography and advertorials. Capturing images through Matterport 360 interactive 3D virtual tours, incorporating interactive hotspots. Crafting Look Books for both existing and new product ranges, which generated product placement in digital and tangible stores. Creating iconography and buttons for the digital overhaul.

● Graphic Designer and Photographer

nashbond.co.uk | Jan 2018 - Jan 2020

As the Sole Graphic Designer at Nash Bond (Now Savills), a London-based expert in luxury retail properties and new developments, I collaborated closely with company directors to enhance the brand positioning. Spearheaded a successful rebranding initiative, infusing it with innovative vision, and crafted fresh marketing materials for both print and digital platforms.

Leading the design of winning pitch presentations, brochures, and conducting on-location property photography, resulting in an impressive 95% success rate.

Formulating comprehensive Brand Guidelines and enhancing the brand identity through new stationary, shop window graphics, logos, invitations, and a global array of collateral. This encompassed cohesive visual communication aligned with the company ethos across all touchpoints.

Designed a prototype for the Global Retail Group microsite, ensuring a seamless user experience (UI Design) optimized for mobile devices using Figma.

My tenure at Nash Bond underscored my ability to merge creative vision with strategic thinking, contributing significantly to the company's success by creating impactful design solutions and fostering a cohesive brand identity across various mediums.

● Graphic Designer

Wowcher.co.uk | Jan 2015 - Jan 2018

Collaborating with a diverse array of external brands ranging from Luxury, Beauty, Outdoors and Travel. Crafting impactful E-commerce advertising creatives that significantly boosted sales and elevated brand positioning. Responsibilities included studio photography, print and digital advertising, marketing design, blogging, social media design, infographics, and conducting UX research.

● Viewing Assistant

christies.com/en | Jan 2011

Viewing Assistant with a track record of facilitating significant sales, managing client registrations, and providing comprehensive sales support, including handling inquiries and telephone bidding, demonstrating expertise in managing high-value transactions. Facilitated the sale of a Soviet missile to a customer worth 200k.

vogue.co.uk
Mayfair 2007



● Condé Nast |

During my work placement at Conde Nast, I had the opportunity to contribute significantly to the arts department, particularly in assisting with the February 2008 issue of Vogue. My responsibilities primarily revolved around daily preparation of story page layouts and providing valuable assistance in image research. I gained valuable experience in publication processes, editorial layout, and image curation within the context of a renowned fashion and lifestyle magazine.

Education & Training

2008 - 2009

● University of the Arts London

Professional Photography Practice,

2004 - 2007

● Kingston University

Bachelor of Arts,

1997 - 2002

● German School

13 GCSEs Grade A-C,