

CHARLIE BRESLIN

Creative Designer

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🌐 CHARLIEBRESLIN.COM 🗣️ ENGLISH, FRENCH, DUTCH



SUMMARY

Results-driven multidisciplinary Creative Designer & Digital Marketer with over 10 years of experience in digital and print graphics. Proven ability to lead end-to-end design projects, optimise digital marketing and social media strategies, while collaborating with cross-functional teams to drive brand growth. Expert in Adobe Creative Suite, front end UX/UI design, layouts and branding. Passionate about innovation, design thinking, and strategic storytelling.



KEY SKILLS

- **Digital Marketing** - Social media campaigns, landing pages, email marketing
- **Content Creation** - Website CMS (HubSpot, WordPress & Wix), PowerPoint presentations, infographics
- **Graphic & Digital Design** - Adobe Photoshop, Illustrator, InDesign, Figma etc
- **UX/UI & Web Design** - Wire-framing, prototyping, front-end design
- **Branding & Visual Identity** - Logo design, corporate branding, editorial layouts
- **Event & Print Design** - Promotional assets, merchandise, booths
- **Project & Team Management** - Cross-functional collaboration, supplier coordination



TECHNICAL TOOLS

- **Adobe Creative Suite** - Photoshop, Illustrator, InDesign, Premier etc.
- **UX/UI Tools** - Figma, Marvel, XD
- **Marketing & CMS** - HubSpot, WordPress, MailChimp
- **Presentation & Collaboration** - PowerPoint, Keynote, Google Slides
- **Analytics Tools** - Google Analytics, HubSpot, Hotjar, LinkedIn
- **Web Dev** - Basic knowledge of HTML and CSS



WORK EXPERIENCE

HEAD OF DESIGN & DIGITAL MARKETER SETTLEMINT

JUNE 2020 - SEPTEMBER 2024

- Social media management (Facebook, Instagram, X and LinkedIn) - helped grow LinkedIn following from 900 to over 20k
- Designed brand identity & marketing assets, including print & digital materials.
- Developed and managed the company website (CMS: HubSpot), enhancing UX and engagement, optimising forms, A/B testing etc.
- Created high-performing landing pages for campaigns, increasing lead generation by 20%.
- Produced editorial designs for ebooks, brochures, and presentations.
- Managed event branding, including booth design & merchandise for international conferences.
- Collaborated with suppliers (printers, animators) to ensure high-quality deliverables.

SENIOR GRAPHIC DESIGNER
FONTANA IDENTITY & DESIGN
JUNE 2019 - OCTOBER 2020

- Designed logos & brand identities, enhancing brand recognition.
- Conducted mobile app UX testing & UI development to improve user experience.
- Created website wireframes & interactive prototypes to streamline digital presence.
- Designed marketing materials, infographics, and vehicle wraps for high-visibility campaigns.
- Presented creative proposals to clients, securing new projects and partnerships.



EDUCATION & CERTIFICATES

EDUCATION

MASTERS INTERNATIONAL BUSINESS & MANAGEMENT FOR DESIGN

KEDGE BUSINESS SCHOOL & UNIVERSITY OF SALFORD
2009

BA (HONS) PRODUCT DESIGN

UNIVERSITY OF SALFORD
2008

CERTIFICATES

DIGITAL MARKETING: CUSTOMER ENGAGEMENT, SOCIAL MEDIA & ANALYTICS

COLUMBIA BUSINESS SCHOOL & EMERITUS
2021

INNOVATION WEEK

INNOVATION ACADEMY
2020

PROFESSION DIPLOMA IN UX & UI

UX INSTITUTE & GLASGOW CALEDONIAN UNIVERSITY
2019



ADDITIONAL ROLLS

- **Junior Venture Builder, Bundl** – Antwerp (2018)
Worked on innovation tracks with major corporations such as Telenet.
- **Lead Designer, Brussels Art Edition** (2014 – 2015)
Managed design for international artists and exhibitions, including Fabrizio La Torre.
- **Innovation Strategist, MoodMe** – Luxembourg (2012)
Developed strategies for software market expansion.
- **NPD Consultant, Lacoste & Puma Footwear** – London (2010 – 2011)
Led market research for product development.