

FIONA SELBY

GRAPHIC DESIGNER

SUMMARY

Graphic designer with five years across brand identity, packaging and campaign systems. Twenty-plus brand systems shipped, 60-SKU packaging lines on shelf, and a habit of building the template set before the first artwork.

WORK EXPERIENCE

02/2023 – Present | Studio Grid & Co.

SENIOR GRAPHIC DESIGNER

- Delivered brand identity systems for 9 clients in two years — guidelines, templates, launch assets
- Designed a 60-SKU packaging line for a D2C snacks brand; shelf conversion up 18% in the first quarter

06/2020 – 01/2023 | Pixelcraft Agency

GRAPHIC DESIGNER

- Produced campaign assets for 15 accounts across print, digital and OOH; 200+ deliverables a quarter
- Built the agency's shared Figma component library, cutting asset turnaround 35%

07/2019 – 05/2020 | Inkline Print House

JUNIOR DESIGNER

- Prepared print-ready artwork for 300+ jobs with a zero-reprint record

SKILLS

BRAND IDENTITY | PACKAGING DESIGN | TYPOGRAPHY | FIGMA | ADOBE CREATIVE SUITE | MOTION BASICS

EDUCATION

B.Des. Communication Design — Srishti Manipal Institute

2015 – 2019