

Lennie Finch

Creative Communications Professional | Digital Content, Campaigns & Engagement

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Creative designer with 6+ years of professional experience delivering high-quality visual design, branding, motion graphics, illustration and digital content for commercial brands, agencies and organisations. Experienced producing engaging creative assets across digital marketing, web design, social media, animation and print.

Strong understanding of visual communication, brand identity and audience engagement. Proven ability to manage multiple projects, work independently, collaborate with teams and deliver creative solutions that support business growth.

Professional Experience

Graphic Designer | Agency & In-House Design Roles | 2018 – 2024

Over four years of professional experience working across both agency and in-house creative environments, delivering high-quality visual design solutions for a wide range of commercial clients and internal stakeholders. Throughout my career, I have been responsible for transforming ideas, marketing objectives and business requirements into engaging visual content that strengthens brand identity and improves audience engagement.

My work has involved designing digital campaigns, branded assets, website layouts, social media content, print materials and promotional collateral, ensuring consistency across multiple platforms while maintaining strong attention to detail. Alongside static design, I regularly incorporated motion graphics and animation into projects to create more dynamic and emotionally engaging content tailored to modern digital audiences.

Working within fast-paced environments required strong project management skills, often balancing multiple deadlines simultaneously while collaborating directly with clients, marketing teams and stakeholders to understand project goals and translate complex ideas into effective creative solutions. My role demanded both technical design expertise and strategic thinking, ensuring creative work not only looked visually strong but also delivered meaningful business impact.

During this time, I contributed design work for recognised brands and organisations including Vision Express, MuscleFood and Cheswold Park Hospital, gaining valuable experience adapting creative approaches across retail, healthcare, digital marketing and commercial sectors.

Additional Experience

Alongside my professional design career, I have volunteered as a facilitator with Andy's Man Club, supporting peer-led wellbeing conversations and helping create safe, structured spaces for individuals to discuss personal challenges. This role strengthened my communication skills, emotional intelligence, empathy, and ability to support people from diverse backgrounds in a sensitive and professional way.

Since July 2024, I have been a full-time sole carer for my daughter, stepping away from employment to prioritise her daily care and development. During this time, I have developed strong transferable skills including organisation, time management, advocacy, safeguarding awareness, problem-solving, and independent responsibility. I have also worked closely with schools and support services, building experience in communication, patience, and supporting neurodiverse needs in everyday contexts.

Alongside this, I have continued my professional development through Neurodiversity Awareness Training and ongoing practice in graphic design, animation, digital technologies, and emerging creative tools, ensuring my skills remain current and I am prepared to return to work.