

# Andy Mairs

## Graphic Designer

### Profile

Senior Graphic Designer with 7 years' experience working in-house within marketing, digital and design teams for a national brand. Specialist in high-volume digital and print design, campaign delivery and brand consistency, with strong commercial awareness and a track record of award-winning work. Known for fast turnaround, calm delivery under pressure and a deep understanding of how design supports sales, operations and internal teams.

#### Key achievements

- Delivered national and seasonal campaigns across digital, print and in-branch channels for a national brand.
- Contributed to award-winning Hire Guide production three years running.
- Stepped in to manage marketing delivery during maternity cover, maintaining campaign continuity.

### Core skills

- Graphic design
- Campaign creative
- Brand guardianship
- Large-format & print
- Digital & social assets
- UI & web design
- Motion & video
- Presentation design
- Supplier & print management
- Stakeholder collaboration

### Education

#### UX Design Institute

2024  
Professional Certificate in UI Design

#### Barrow Hall College

2005 - 2007  
Art & Media Studies  
2 A-Levels grade C or above

#### Staffordshire University

2007 - 2011  
BSc Film Production Technology with  
modules in design and business

### Software

- InDesign
- Illustrator
- Photoshop
- After Effects
- Premiere Pro
- Figma
- Adobe XD
- Microsoft Office
- Google Workspace
- Adobe Acrobat  
(PDF editing & pre-press fixes)

### Additional skills

- Experienced working closely with marketers, developers and operational teams. Comfortable owning projects end-to-end and adapting quickly in fast-moving environments.
- AI-assisted ideation, content drafting and workflow optimisation.

### Experience

#### HSS The Hire Service Company Formerly HSS Tool Hire

2018 - 2025  
Senior Graphic Designer - remote

- Sole in-house designer supporting marketing, e-commerce and the wider business across digital and print.
- Led design and production of the HSS Hire Guide, winning industry awards three years in a row.
- Delivered key seasonal and national campaigns across web, social, email, large-format and in-branch materials.
- Designed homepage banners, landing assets and campaign creative supporting e-commerce growth, including contribution to HSS's first £100k revenue day.
- Produced POS packs, catalogues, internal documents, presentations, stationery and branded merchandise.
- Created motion graphics, short videos and animations for digital and internal use.
- Acted as day-to-day brand guardian, ensuring consistency across all customer and internal touchpoints.
- Worked directly with print, signage and merchandise suppliers to manage quality, timelines and costs.

#### Marketing cover & leadership responsibilities

- Stepped in to manage the marketing department during maternity leave.
- Planned and delivered seasonal campaigns, coordinating stakeholders and deadlines.
- Balanced creative delivery with operational priorities and commercial targets.

#### Previous roles at HSS

- Artworker
- Content Executive
- Online Helpdesk & Live Chat Senior Advisor
- Customer experience agent

#### Office Insight

2018  
Marketing Executive / Graphic Designer

#### HSS Tool Hire

2013 - 2017  
Online Helpdesk/Live Chat Senior  
Advisor Content Executive  
Artworker / Content Executive

#### Webhelp TSC

2011 - 2013  
Customer Experience Advisor