

ANTONIA ZADA WELSHER



“ Passion, love and art forefront everything I do. I've been producing artwork for important concepts and ideas for more than 10 years, and I'm just getting started. Humble, ambitious, driven, I'm an experienced illustrator who invests my time into developing my craft. I work daily toward my mission of delivering inspirational content to people and organisations, motivating positive change.

MY SKILLS

PHOTOSHOP	■■■■■	PAINTING	■■■■■
ILLUSTRATOR	■■■■■	GRAPHICS	■■■■■
INDESIGN	■■■■■	CLIP STUDIO	■■■■■
PROCREATE	■■■■■	OFFICE	■■■■■
TYPOGRAPHY	■■■■■	CONCEPT ART	■■■■■
CHARACTER DESIGN	■■■■■		
STORYBOARDING	■■■■■		

PERSONAL

Name	Antonia Welsher
D.O.B	04 Jan 1998
Nationality	British
Location	South Wales

CONTACT

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INTERESTS



FITNESS



BAKING



READING



CHESS



LANGUAGE



WRITING



WORK EXPERIENCE

FREELANCE ILLUSTRATOR
Zada.uk, Nationwide

2018 - Present

Online and social media marketing and promotion, researching the latest trends, proactive market research, designing and producing artwork and card illustrations using both traditional mediums and digital applications, adjusting artwork dimensions with Adobe Illustrator, managing visual merchandising and overall layout of the stall to attract customers, financial solutions with contactless, arranging transport and managing a team to ensure fluidity of event.

ART STALL
Bryn Meadows Hotel, Wales

Christmas 2021

A Christmas stall selling handmade bespoke home decor and prints for seasonal and day-to-day use. Included hand painted ornaments, greeting cards and wall decor. An opportunity to show off the skillset I



- **Royal Horticultural Society Flower Show:** Mental Health Poster Show Piece
- **Ragtag Pizza:** Catalogue page design
- **Kiehl's:** Limited Edition Christmas Boxes
- **UK Greetings competition:** Illustrated a collection of cards, Gift dressings, notecards and pad.
- **Glamorgan Brewery Company:** Infographic poster and promotional postcards
- **Cloth Cat Animation:** Character concept designs
- **BBC:** Val Feld illustration, Honour 100 Welsh Women (2018)
- **The Carmelite Prize (2019 & 2020):** Character Design and storyboarding
- **Visual Arts, Cardiff (2020):** Designing T-shirts to promote their company
- **Children's book-Jumeirah Jimi (2022):** character design, illustrated, typography and sent to print.
- **Wedding Invites:** design and producing bespoke wedding invitations using watercolours and Photoshop.



EDUCATION

BA (HONS) ILLUSTRATION
University of South Wales, Newport

2017 - 2020
Result 2:1

Three-year course including modules on visual skills, communication studies, colour, illustration for literature, location, information and products.

AS/A2 ART & DESIGN
St David's Catholic College, Cardiff

2014 - 2016
Results A/A/B/B

A course which developed my intellectual, imaginative, creative, experimental and intuitive capabilities.