

Christien Michaels

Multidiscipline Creative & Graphic Designer
11+ years experience

01. Intro

Multidiscipline Creative with over 11 years of diverse experience in mixed media, spanning branding and visual identity, out-of-home advertising, illustration, animation, UX and NPI campaigns. Based just outside of London, I have a strong background designing in the music industry and recently expanded my expertise as Creative Director of Pave an independent agency specialising in complete design solutions for clients in the commercial property sector.



02. Education

BA Graphic Communication, University of Reading (Achieved 2:1)
2010 – 2013

Completed a three-year Bachelor of Arts degree in Graphic Communication at the University of Reading, where I developed a strong foundation in visual design, typographic theory, and effective communication strategies. My studies focused on the interplay between typography, aesthetics, and usability across both print and digital media. Through hands-on projects and research-led coursework, I honed my skills in creating clear, engaging visual content that balances functionality with creative expression.

The Graphic Design course at the University of Reading is highly regarded, consistently ranking among the top programs in the UK. According to The Guardian University Guide 2025, it currently holds the 7th position nationally.

3 A-Levels:

- Business Studies
- Geography
- Media Studies

1 AS-Level:

- History

11 GCSEs

03. Experience

Creative Director / Co-founder, *Pave*

March 2024 – Current

In March 2024, Videographer Mike Wilcox and I co-founded Pave, a creative agency specialising in end-to-end solutions for clients in the commercial property sector. Despite being a young company, Pave has been busy from the start, delivering a diverse range of projects, including video and photography shoots, HTML and LinkedIn campaigns, and full website builds. Some of our clients include Hollis Hockley, Cushman & Wakefield, Forma, and the interior design studio 'kin, for whom we developed an extensive project involving ten website builds. My role has included not only the day-to-day management of the business and coordination of projects from start to finish, but also all aspects of Graphic Design, Web Design and Development, as well as the creation and delivery of HTML and LinkedIn campaigns.



Freelance Graphic Designer

March 2020 – March 2024

After returning to the UK in March 2020 from six months of traveling in South America, I began taking on freelance projects, primarily for Cabin42, a design agency serving clients in the commercial property sector. My work focused on creating brand identities and promotional materials for new office developments across the UK, as well as developing animated graphics and short videos. Additionally, I leveraged connections from my time at Focusrite to collaborate with clients in the music industry, including Tascam Europe, Spitfire Audio, and the UK drum and bass duo GLXY.



Lead Designer, Novation (Focusrite PLC)

July 2013 – October 2019

Initially working across the Focusrite, Novation and Focusrite Pro brands my responsibilities spanned the full creative spectrum - from conceptualising and designing print ads, product pages, landing pages, homepage banners, and social media content, to creating event graphics, illustrations, and setup diagrams. In 2016, I was promoted to Lead Designer for Novation, where I gained creative autonomy to shape the brand's aesthetic direction. I infused Novation with a vibrant, bold visual identity that remains integral to the brand today. This role demanded exceptional versatility, balancing design for print, digital, and event environments, while also art directing product launch photoshoots and producing original illustrations.



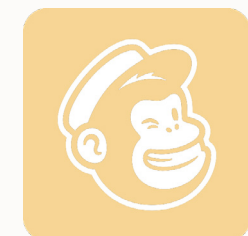
04. Expertise

Proficient in **Adobe Creative Suite** including **Photoshop, Illustrator, Indesign, Premiere Pro, After Effects** and **Lightroom**. As well as **Microsoft programmes, Figma, ProCreate, Wix Studio, Mail Chimp, Brevo** and **Beefree**.

Strong understanding of **typography, layout design** and **colour theory**.

Ability to work collaboratively with **clients** and **team members** due to experience working in both **inhouse** and **agency roles**.

Experience designing for both **print** and **digital mediums**.



05. Contact

- **Mobile**
0745 423 5449
- **Email**
christien@pave.design
- **Website (for work related to Pave)**
pave.design
- **Website (all other work)**
pave.design/michaelschristien