

Batrisyia Norrizam

but call me **Trish**

+44 7539 211275
trishnrrz@gmail.com
www.trishmadethis.com
Based in London

I am a fresh Advertising and Brand Design graduate committed to aiding companies in authentically communicating to their audiences in new and creative ways.

I believe in the collective power and impact of people and that is why I take a human centred and holistic approach to all my creative work.

EDUCATION

BA(Hons) in Advertising and Brand Design

Ravensbourne University | 2019-2022

Design and Media Foundation

Bellerbys College | 2018

LANGUAGES

English (native)
Malay (native)

My Projects...

- **ConceptKicks®** - branded and pitched to the founder, a series of brand stories that celebrate their values.
- **Discovery+** - Produced an innovative and authentic user experience that connected passionate fan communities to content and products on the Discovery+ platform, informed by extensive research and valuable insights.
- **Wilderness Agency** - Ideated new methods to entice young people to take out insurance backed by extensive research.
- **STERIS** - Created a brand and campaign to promote their sponsored podcast to humanise healthcare.
- **O2 Arena** - Designed content for video billboards around the O2 to celebrate coming out of lockdown.
- **Atlantic Records & CreativeLab** - was chosen to explore how to connect Atlantic Records to Gen z audiences and ideated creative ways to find solutions.

As a Creative...

- I understand the importance of a good pitch and have generated well-appraised treatments.
- I'm passionate, curious and have experience in generating ideas, telling stories and making creative concepts.
- I am embedded in youth culture, and that shows in the work I produce.
- I am confident in sharing ideas, receiving feedback and developing them to be better.
- I know how to get my ideas from concepts to delivery, punctually.

I Pride Myself in...

- Collaboratively working toward a goal.
- Achieving fantastic creative outcomes.
- Being an active member of Gen Z.
- Being organised as it empowers me in the tightest of turnarounds.

Technical Skills

- Social Media
- Content Creation
- Copywriting
- Campaign Strategy
- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- Adobe XD
- Adobe Premiere Pro
- Keynote
- Procreate