EDDIE CRANMER

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https://yze.design in/EddieCranmer/

AI-accelerated designer exploring the intersections of design systems, code & technology. My multidisciplinary approach transcends visual design & the technology that drives it, resulting in bespoke systems & visuals.

EDUCATION

BA Graphic Design with Diploma in Apple Development 2021-25
↳ First Class Honours & Certified Apple Developer
↳ @University of the Arts London: Camberwell College of Arts

Foundation Diploma in Art & Design 2020-21
↳ Distinction
↳ @SGS College, Bristol

A Levels 2018-20
↳ Product Design, English Literature, Physics, Core Maths
↳ @St Brendans Sixth Form College, Bristol

PROJECTS

Tech, Tea + Exchange Tate Residency May 2025
↳ Active participant in invite-only residency exploring the potential of generative AI
↳ Anthropic, Tate, UAL & Goldsmiths collaboration

FOOD Arts & Technology Nov 2025
↳ Conceptualised AI-powered product & user experiences for two global brands
↳ Designed & implemented prototype pipelines using Gemini, Midjourney & Flux to create AI-generated & AI-augmented visuals
↳ Theorised how data could be re-interpreted with AI to improve user insights & recommendations
↳ Drafted AI features & standalone digital or physical AI-enhanced experiences
↳ Presented prototypes, highlighting how AI can be used in creative & engaging contexts
↳ Ensured outputs adhered to brand guidelines & tone of voice

EXPERIENCE

Freelance Graphic Designer Since 2021
2021 - Present
↳ Delivered 500+ branding, 3D & apparel design solutions with tight turnarounds & evolving briefs
↳ Top Rated Seller on Fiverr & routine recipient of Fiverr's Choice
↳ Maintained 5 star rating by consistently balancing creativity & client needs
↳ International client-base with adaptive solutions based on cultural & commercial needs

UAL Football Coach Since 2025
↳ FA certified coach & first aid trained
↳ Prepared & delivered weekly training sessions
↳ Managed a 60+ player squad
↳ Handled bi-weekly match day logistics

SKILLS

Creativity
↳ Client-centric, understanding & adaptable
↳ Ability to communicate themes, messages & ideas in a highly visual & engaging way

Leadership & Communication
↳ President & Social Media Manager of UAL Men's Football Team: Led team operations & acted as assistant manager
↳ Captain of UAL Men's Football Team: Provided strategic in-game leadership & promoted cohesion

Problem Solving & Delivery
↳ Balanced technical precision with adaptability across multiple international time zones & cultural contexts
↳ Presented commissions effectively, held video consultations, met deadlines & remained responsive

Technical Proficiency
↳ Successfully integrated AI into my own business workflows to speed & enhance outputs
↳ Comfortable working in both visual & code-based environments

SOFTWARE & TOOLS

Photoshop	Figma	ComfyUI
Illustrator	AfterEffects	Swift
InDesign	Blender	Python, JS
Glyphs	TouchDesigner	HTML, CSS

INTERESTS
↳ Coaching & playing competitive football
↳ Endurance running & fitness training
↳ Building computers & exploring emerging technologies
↳ Design & visual systems

REFERENCES
Emily Wood: Course Leader BA Graphic Design
e.wood@camberwell.arts.ac.uk

Joel Gethin Lewis: Senior Lecturer in Creative Computing & Course Leader Apple Development
j.lewis@arts.ac.uk