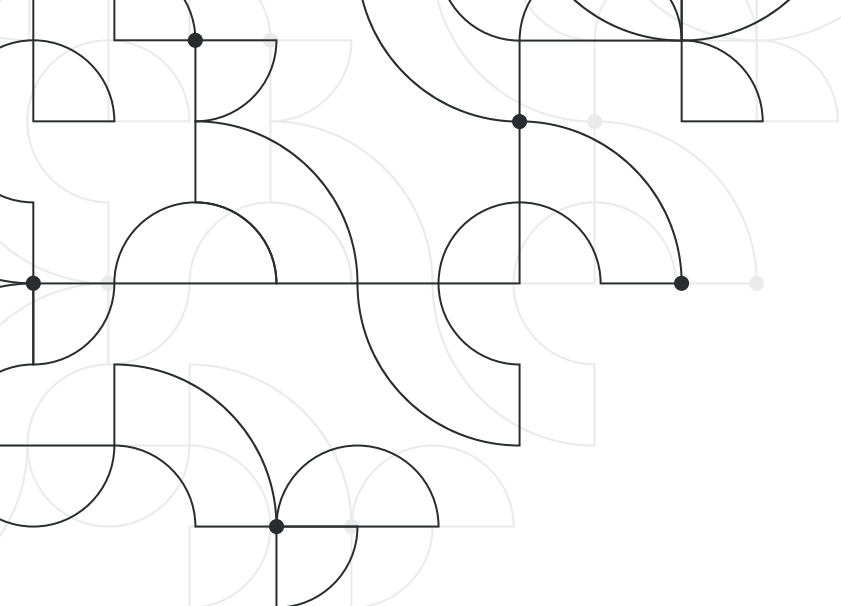




Ellie PENISTONE

FREELANCE GRAPHIC DESIGNER

Highly experienced **Graphic Designer with over 30 years experience** across **print, digital, social media, publishing, packaging, exhibitions and branding.**

As founder of MOOIdesign, I have built long-standing relationships with clients from independent businesses to international organisations and federations across many sectors including **equestrian, sport, publishing, construction, safety and manufacturing.**

Combining **strong creative thinking** with **extensive technical and production knowledge**, I confidently deliver **high-quality artwork to tight deadlines** and specifications.

Horses have been a lifelong passion, competing in both British Showjumping and British Dressage. This has given me a **genuine understanding of and passion for the equestrian industry**, which also complements my **extensive professional experience working with equestrian brands and businesses.**

www.mooidesign.com

CONTACT

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DN140DW

www.mooidesign.com

DESIGN & SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Acrobat

Microsoft PowerPoint

PROFESSIONAL SKILLS

Graphic Design & Creative Direction

Branding & Logo Design

Magazine & Publication Design

Brochures & Catalogue Design

Packaging Design

Advertising & Marketing Materials

Website & Digital Graphics

Social Media Design

Exhibition & Venue Graphics

Infographics

Print Production & Artwork

Client & Supplier Liaison

Project Management

Working to Tight Deadlines

Concept-to-Production Project Delivery

Professional Experience

2000–Present | MOOIdesign Freelance Graphic Designer

Founded MOOIdesign in 2000, working with a diverse range of clients from independent businesses to international organisations and federations. Delivering creative solutions across print, digital, web, social media and branding, managing projects from initial concept through to final production.

- Develop creative concepts and deliver high-quality finished artwork across a wide range of media and industries.
- Build and maintain long-term client relationships through excellent communication, reliability and understanding of client requirements.
- Manage projects from initial brief to completion, ensuring work is accurate, on time and to specification.
- Manage multiple projects and competing deadlines effectively.
- Liaise directly with printers and production suppliers, preparing accurate, print-ready artwork.
- Adapt quickly to different brands, industries and project requirements while maintaining a consistently high creative standard.

1996–2000 | Wake Publishing Creative Director

Responsible for the design and production of a monthly wakeboarding and waterskiing magazine, working to demanding publishing deadlines.

- Managed the creative design and production of the magazine from concept through to print.
- Designed magazine layouts and developed the overall visual identity and presentation.
- Created advertising campaigns and artwork for major clients, including MasterCraft Boats.
- Designed both the magazine and MasterCraft Boats websites.
- Prepared print-ready artwork and liaised directly with printers.
- Managed multiple design and production requirements to meet tight monthly deadlines.

1992–1996 | Accur-a-cut Graphic Designer

- Created graphic designs and artwork for packaging and commercial print.
- Developed strong knowledge of print, artwork preparation and production processes.

1991 | Snaith Secondary School

- Achieved 9 GCSE passes.

"I can't say enough good things about Ellie. She's a consummate professional; extremely friendly and helpful, quick to respond to our needs and, most importantly, an incredibly talented designer who excels in her field. We've been a client of Mooi Design since 2001 and would never go anywhere else; it's been nothing but a positive experience that we would strongly recommend to others."

Tom Wakefield

Chief Executive Officer (CEO)

ALLMI

Clients & Experience

EQUESTRIAN

FAIRFAX SADDLES KENT & MASTERS SADDLES THOROWGOOD SADDLES PROLITE

Sole freelance designer for a number of years, providing a full range of creative and production services including catalogues, brochures, advertising, guarantee cards, swing tags and exhibition graphics for trade shows such as BETA. Sole designer for the launch of Fairfax Saddles and Kent & Masters Saddles, including logo development and supporting brand collateral.

FMBS THERAPY SYSTEMS

Sole freelance designer responsible for all creative work, including brochures, advertising, website graphics, posters, banners and event graphics.

FLYAWAY

Sole freelance designer delivering a complete brand refresh, including packaging, brochures, advertising, posters, banners and event graphics.

JAGUAR EQUESTRIAN

MATTES

THE HORSE BIT SHOP

HORSESCENE MAGAZINE

Providing ongoing freelance design and production services across print and digital media.

PUBLISHING

Sole freelance designer responsible for projects from concept through to final print production, including:

- **SQUASH PLAYER MAGAZINE**
- **SQUASHXTRA**
- **FAMILIES MAGAZINE**
- **HORSESCENE MAGAZINE**
- **ABSOLUTE COSMETICS**
- **EDGE MAGAZINE**
- **JETZONE MAGAZINE**

SPORT — SQUASH

PROFESSIONAL SQUASH ASSOCIATION (PSA)

Over 10 years of freelance design experience supporting the PSA and the World Squash Tour, producing:

- Squash Player and SquashXtra magazines
- Annual reviews and event programmes
- Social media graphics and promotional materials
- World Tour venue branding
- Sponsorship and promotional presentations
- Venue graphics for the 2026 British Open in Birmingham

ENGLAND SQUASH

Freelance designer for the national governing body of squash in England, producing:

- England Squash Magazine
- British Junior Open graphics
- Infographics and promotional materials
- Banners and event graphics
- Logos and social media graphics

CONSTRUCTION & SAFETY

SELECTED CLIENTS INCLUDE:

- **ATLAS CRANES**
- **TEREX CRANES**
- **WERNER LADDERS**
- **THE SOCIETY OF DYERS & COLOURISTS**

SAFETY ORGANISATIONS:

- **PASMA**
- **THE LADDER ASSOCIATION**
- **AIF**
- **ALLMI**
- **FASET**
- **NO FALLS FOUNDATION**

"I have worked with Ellie for over ten years on multiple projects and on every occasion the finished product has exceeded expectations. She has a great eye for design, a straightforward approach to interpreting briefs and has always gone above and beyond to help accommodate last minute changes and deliver projects to tight deadlines."

Nathan Clarke

Professional Squash Association