Maryann Crowley-Hine

Looking for my next opportunity to make a differnce.

Awards and shortlists

HSJ Award Winner + PESQIPP Highly Commended:
Only Order What You Need campaign (2024)

NHS Communicate:
5 shortlists, 3 highly commended and 1 win
Our Way Out Vaccination Campaign (2021)

+ 5 internal recognition awards

Where I've studied

BA Hons Graphic Media and Communications (Graphic Design)

2013 - 2017
The Open University

Alevel's
- **Art and Design**
- **English Language**
- **Business and Economics**

2011 - 2013
Budmouth Sixthform

Silver Duke of Edingborough Award

Volunteering:

Board Member Pride in Place
Littlemoor + Broadwey (2026 - present)

Voluntary board member contributing to local decision-making, community consultation, hyper-local engagement and shaping priorities for investment, community-led change and regeneration.

Hi, I'm Maryann and let me tell you a little bit about myself.

Creative Design | Marketing | Communicationss | Digital

I'm a graphic designer and communications professional with nearly nine years of NHS experience and a background in running a creative business.

Through Designed by Maryann, I work with public sector organisations, charities and community groups, providing branding, creative design, campaign management and ongoing communications and marketing support.

My portfolio includes the Heritage Volunteering Digital Toolkit for Tempo Time Credits, the award-winning Yo Bro campaign for Our Voice Our Journey and the HSJ-winning Only Order What You Need campaign for NHS Dorset.

I love using creativity to make complicated information easier to understand, connect with communities and encourage positive change. I'm a practical problem-solver who enjoys getting stuck in, finding solutions and taking on new challenges. I'm always keen to learn, broaden my skills and give something new a go.

Work history

Graphic Design + Mar-Comms Lead (2016 - present)
Designed by Maryann | Weymouth, Dorset

Run a creative design and communications business, managing multiple clients, budgets, strategic proposals, briefs, deadlines and projects across the public and voluntary sectors.

- Provide ongoing in-house communications, design and marketing support, becoming an extension of clients' teams.
- Advise clients on brand, communications and marketing opportunities, helping shape priorities, improve messaging and make informed decisions.
- Plan, deliver and evaluate campaigns, developing communications strategies, audience messaging and creative content.
- Manage digital communications, social media channels, content planning, brand identities and print and digital design.
- Build client and stakeholder relationships, coordinating trusted creative professionals and specialist suppliers to deliver projects.
- Use young people's insights to shape engaging, campaigns and resources, including Check In, Wales and Real Talk Cards for Our Voice Our Journey.
- Delivered the award-winning Yo Bro campaign for Our Voice Our Journey.

Graphic Designer | Hybrid (2017 - 2018)
NHS Dorset | Dorchester, Dorset

- Delivered creative communications for internal and external audiences across Dorset and the wider NHS system.
- Developed regional campaigns with Dorset and South West communications networks, including Check Your

Maryann Crowley
Graphic Designer
Weymouth, Dorset

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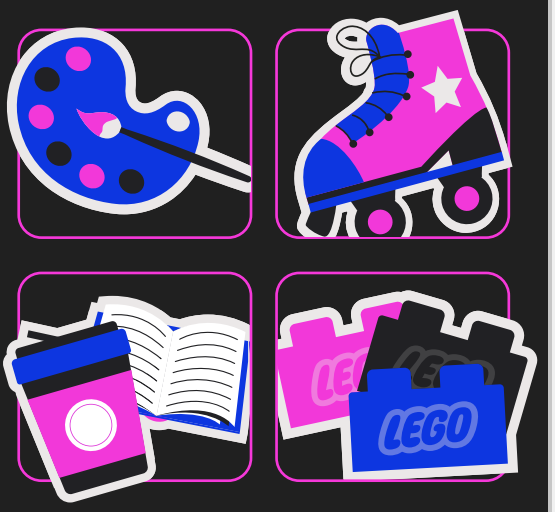
What I do for fun



Software I'm good at

- Adobe Creative Suite
- InDesign
- Illustrator
- Photoshop
- Canva
- Microsoft 365
- Hootsuite
- CapCut
- Procreate
- Web CMS

Blood Pressure, Norovirus and Little Things.
- Helped scale successful local campaigns nationally, developing the Our Dorset Media Centre to share, save time and resources.
- Supported brand development for Our Dorset and designed a new identity and communications materials for the NHS cluster transition.
- Managed Dorset's summer communications programme, coordinating planning, press, social media and delivery.
- Contributed to the Only Order What You Need campaign, which achieved £475k in estimated savings and significant reductions in medicines waste.

Graphic Design Intern | In Office (2017 - 2018)
NHS Dorset CCG | Dorchester, Dorset

- Produced creative design for communications and events, advising local and system-wide colleagues on brand and design.
- Helped establish the first Our Dorset Integrated Care System brand identity and design and launch the Stay Well Dorset website.
- Co-designed Be Heard and Your Mind Your Say identities with young people, supporting their involvement in shaping local physical and mental health services.
- Worked collaboratively with NHS teams, partners to turn complex health information into clear, accessible communications for different audiences.

Skills I have

- Accessability
- Artwork for print
- Brand identity design
- Campaign analysis
- Co-design
- Collaboration
- COM-B
- Digital design
- GCS Evaluation Cycle
- Iconography
- Illustration
- Layout
- Marketing materials
- Merchandising
- OASIS planning
- Organisation
- Out of Home advertising
- Planning
- Presenting
- Social media
- Supplier liason
- Stationery design
- Template design
- Toolkit design
- Typography

Continuous learning

GCS Advance Practitioner (October 2024 - April 2025)
Government Communication School

8 modules including: Artificial intelligence, campaigning excellence, behaviour change, data and insight, digital communications, marketing, and working with the media.

Behaviour Change Marketing Boot camp (February 2023)
at Ruth Dale's Behaviour Change Bootcamp

Behaviour change marketing bootcamp focus' on COM-B and how we can look at marketing campaigns to better influence our audiences behaviour.

Arbinger Training and SDI inventory (April 2018-2021)
at NHS Dorset and NHS Dorset CCG

Developing self-awareness, stronger relationships and effective teamworking through collaboration.