
A professional graphic designer with an innate passion for producing distinctive, effective and memorable designs. I have developed a large portfolio working with a variety of clients from a wide range of sectors, both national and international, from start up to large business organisations. My portfolio demonstrates a mix of print, corporate communications, POS campaigns, corporate identity and branding. With a BA Hons degree in graphic design, expert knowledge of Adobe Indesign, Illustrator, Photoshop with 18 years of work experience in the industry.

Software

Expert Indesign, Illustrator, Photoshop
Other Outlook, Word, Powerpoint, Lightworks, Vectorworks, Acrobat, Pitstop, X-mpie, Optimus

Skills & Strengths

- Logo design
- Corporate comms
- Brochure
- Layout & editorial
- Branding
- POS Material
- Website Design
- Effective communication with clients and colleagues
- Team leader
- Project leader
- Time management
- Creative approach with attention to detail

Education

(1994-1998)

Colchester Institute of Art and Design
BA(Hons) Design, HND Design

(1993-1994)

University of Hertfordshire
St. Albans School of Art and Design
Foundation in Art and Design

(1987-1993)

Southgate School, Sussex Way, Cockfosters
A level Art (B), A level Graphical Communication (B)
10 GCSE's including Maths and English)

Client portfolio

Comet (Internal communications literature). **Inspace** (Corp ID, advertising, brochures, annual reports and web sites). **Mack Brooks Exhibitions** (Branding of exhibitions and supporting literature). **Laurel Pub Co** (Designed the interface for their online interactive training portal). **Polaroid** (POS across UK and Europe). **Westmill Foods** (POS across UK and Europe). Other clients experience: Barnet Football Club. Learning Skills Council, Willmott Dixon, Preto Restaurants, **AB World Foods**.

Work Experience

(04/2018 - Present Date)

Senior graphic designer – Thirst Creative Ltd

- Leader, manager and designer of corporate and internal comms material for Westmill Foods. Lead, design and produce quarterly newsletter, product catalogue, ad hoc advertising, printed media, web assets, logo creation, large format, event and exhibition graphics.
- Create design options and liaise with client until master creative is signed off on POS for trade and consumer facing marketing campaigns for brands that include Patak's, Rajah, Leo Beer, Singha Beer, Elephant Atta and other ethnic brands owned by Westmill Foods. Prepare and finalise print ready artwork in various formats and sizes.
- Project leader and brand guardian of client brands.
- Direct collaboration with the client to manage design expectations and carry out the design work from conception to print ready artwork and deliver projects in excess of £250,000 pa.
- Communicating and managing printers, external agencies with adherence to brand guidelines and design standards.
- Support the team across the full breadth of the business, producing a spectrum of graphic elements and serving of other clients.

(01/2015 - 04/2018)

Graphic designer – CTP Digital Ltd

Create vibrant design solutions for a range of clients to include corporate identity, marketing campaigns, catalogue, within hospitality and FMCG industry and SME's.

(04/2010 - 12/2015)

Designer / Production Manager – Matbaa Design & Print Ltd

Manage team to design logos, menus, leaflets and other artwork for small and medium sized businesses.

(01/2010 - 04/2010)

Graphic designer – CLOC Ltd

Sole integrated designer and manager of all internal and external communication material.

(05/2008 - 01/2010)

Freelance graphic designer / architect assistant – AH Architects

Creating architect design proposals, corporate identity, interior environment and signage.

(08/1999 - 04/2008)

Promoted Junior to Midweight Designer – Braden Threadgold Ltd

Execute designs from initial concept to finished artwork for company brochures, event and exhibition graphics, corporate comms, website interface, logo design and branding. Create and/or adhere to corporate guidelines. As the role became more senior, assisted in overseeing a small team of artworkers to implement design concepts.

Other: Art-direct studio photography, assist in location photography. Retouch photography in photoshop, image sourcing. Produce artwork for print and online media.