

## PROFILE

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Passionate and versatile graphic designer with a BA in Graphic Design and 9 years experience gained client and agency side, working on print and online projects for the public and private sectors. Experienced at taking briefs through to finished artwork while maintaining a high level of accuracy, and attention to detail under pressure.

## SOFTWARE SKILLS

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- First-rate skills within InDesign, Illustrator, Photoshop (CS6)
- Thorough knowledge of Microsoft Office packages
- Good knowledge of Dreamweaver and Flash

## KEY EXPERIENCE

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- Innovative approach to idea generation and visual communication, combined with excellent visual awareness and technical ability, resulting in effective creative solutions
- Commercial awareness – ability to think outside of design to achieve balance between successful communication and great-looking design
- Thorough knowledge of print processes, limitations and budget implications
- Prioritising multiple projects, bringing them in on schedule
- Working within brand guidelines and maintaining brand consistency
- Establishing strong professional relationships with clients and colleagues

## CAREER HISTORY

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2013 - 2014

### **Creative Designer:** Ernst & Young – In-house designer

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As a creative designer on Ernst & Young's strategic bids team I was responsible for handling many aspects of production, including setting up templates, processing amends, creating illustrations, preparing final artwork and arranging print. The range of materials produced included printed and electronic proposals, packaging and presentations. Working to tight deadlines the role called for me to work closely with senior managers and partners, advising them how to effectively communicate key messages visually. I was an integral part of a team that delivered winning campaigns.

2010 - 2013

### **Creative Designer:** Design Directions – Graphic design agency

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With responsibilities across a diverse range of briefs and clients including Nationwide, Virgin Media Business and Invesco Perpetual. I have created a variety of original content for brochures, press advertising, websites, exhibitions and digital newsletters. I have further demonstrated my ability to adapt by also designing signage, product packaging and working on brand development.

Integral to the role, I communicate effectively with clients, to gain insight into briefs and respond to their feedback. I work efficiently on my own and as part of a team, taking an active interest in colleagues' projects and contributing ideas and feedback where appropriate. I am also responsible for briefing and supervising artworkers, and providing support for junior team members and interns.

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2009 - 2010 **Graphic Designer: Folio Creative – Design and brand development consultancy**

I generated creative responses to detailed briefs working as part of a close knit team. I researched and selected imagery and produced the artwork through to completion. Clients included a wide variety of public and private sector organisations, ranging from Enterprise Rent-A-Car to the Maritime and Coastguard Agency.

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2005 - 2009 **Graphic Designer: Direct Wines – In-house design studio**

I worked within a busy studio producing creative solutions for a variety of printed sales and marketing materials. I worked closely with internal and external photographers and art directed product photography.

Working efficiently with the marketing and copywriting teams, I was responsible for designing successful mailing packs for the Laithwaites and The Sunday Times Wine Club direct mail campaigns. As part of these campaigns I produced a large number of mailing packs concurrently, further developing my project management skills to ensure all deadlines were met.

## EDUCATION

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2001 - 2004 **Staffordshire University**

Graphic Design BA Hons (2:1)

The course placed emphasis on creative visual thinking, retaining the balance between digital media and traditional craft based skills. Group discussion and brainstorming were encouraged.

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2000 - 2001 **Colchester Institute**

Art foundation year, specialising in Graphic Design (Distinction)

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1998 - 2000 **Colchester 6th Form College**

A-levels: Art (A), Graphical Communication (A), English Language and Literature (B)

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References available on request