

PERSONAL STATEMENT

A Senior Graphic Designer/Creative Artworker with over 30 years of experience in all aspects of graphic design, printing and branding, 3D visuals for Packaging and POS, web and social media.

I am passionate about creating work that is not just beautiful but is genuinely effective at promoting products and businesses. A great team player that is self-motivated and driven. A 5-6 hour sleep at best guy, my work ethic and energy levels are relentless. I believe in efficiency without compromising creativity or budget. Adaptable and problem solving with a 'We Can Do' attitude.

SKILLS

- Expert user of Adobe Creative Suite CS (Photoshop, Illustrator and InDesign)
- Good general user of office applications such as PowerPoint, Word, Excel and Keynotes
- Numerous programs over the years to aid production from mail merging for DMs to imposition software
- Workflow efficiency
- Deep understanding of colour and resolution for print, including large format graphics
- Good knowledge of online assets, social media advertising

Design and production and overseeing of:

- | | |
|----------------------|----------------------------|
| • POS production | • Packaging Production |
| • FSDU cutter guides | • Digital Web Asset |
| • Full Retouching | • PowerPoint Presentations |
| • Print Production | • Acrobat Forms |

HOBBIES

Digital artist, love live music, love a pint of real ale (CAMRA), cooking (three kids you have to be), gardener, fix the house, the car you name it! Pool player, cycling/gym, charity events, also artwork for a couple of charities.

PAST CLIENTS/EMPLOYERS

RECENT FREELANCE WORK

Blackdog – Production Manager

Workflow implementation – Introduced Indesign as a fully functioning software workflow for the studio that up until now used mainly Illustrator. Created a new workflow, Trained the team, configured the Macs and created new PPDs and Actions to create a fast paced studio which now has flexibility to take on large accounts.

Smyle – Creative Artworker

Facebook – Project managed quality control for all large format exhibition graphics. Resizing and when necessary reproducing artwork. Project manage all assets via Google Docs to keep all parties informed of necessary requirements. Final Hi Res output and liaison with supplier to ensure quality was maintained.

Salesforce.com – Cutter guides and overseeing production of all large format conference panels and standees (both UK and USA suppliers).

McCann

Full productions of digital and print assets, on brand and to multiple suppliers..

Part of the team that launched IQUS.com. Over 800 digital assets all supplied over 3 nights.

OTHER CLIENTS

LEGO

Created Legos FSDU production guide, outlining the processes needed to produce POS cutters. This was a 27-page Powerpoint document detailing everything from cutters to applying bleed around irregular cutout shapes.

Produced FSDUs, POS, digital web assets, packaging, full retouching of promotional material and production of all printed material, including complicated POS and pop-up stands, 3D visuals, production of complicated Photoshop pages for Argos, exhibition design and production, complete delivery through design to full production.

GAP

Joined GAP Inc. on a temporary basis working on international POS and instore graphics.

BRIGHTHOUSE

Joined BrightHouse as Senior Creative Designer/Artworker initially to help with the production of large amounts of printed and online assets. Redesigned/re-branded the company look to include brochures, POS and online assets taking the company image to a new level and aligning them with current trends on the market.

TESCO

Produced Tesco's internal staff magazine for 14 years, including all aspects of planning to a given schedule, designing for their specific needs, layout, production and fulfilment through to print and delivery.

My job was to keep up with current trends in HR communications and to deliver a newsletter that satisfied both the HR team as well as being a pleasure to read. The move to a smaller format publication, produced in InDesign was revolutionary in its day.

Produced an array of other items to support HR at Tesco including:

Corporate Affairs internal literature; Powerpoint presentations; corporate key message wheels; internal structure charts and diagrams; invitations for various departments for product and POS launches; leaflets; conference literature; internal Clubcard Brand magazine; illustrations for newsletters; video filming and CD production.

PIZZA HUT

Illustrated, designed and produced Pizza Hut's Internal Newsletter. This was done by producing a newsletter that resembled a student publication, since the age range of most employees were 16-24. Produced designs for a variety of HR initiatives, Internal Affairs literature, Powerpoint presentations, key message diagrams, internal structure charts and rollouts, as well as presentations and literature for conferences.

M&S

Organized, designed and produced a variety of internal literature reporting to HR, as well as the internal livery of the buying department including wallpaper, banners etc. Produced various Powerpoint presentations, literature, and a Flash animation for conferences.

DISNEY

Helped plan, co-ordinate, design and produce the internal newsletter. Produced in Adobe Acrobat PDF it was interactive as well as suitable for email. Designed many internal presentations in Powerpoint as well as InDesign literature for Conferences.

ADAMS

Illustrated the Christmas POS using Adobe Illustrator for Saatchi (via Jordan Advertising), producing large 3D POS crackers, postboxes, drums, garlands etc, all of which were supplied as print ready files on an incredibly tight schedule.

BAA

Designed and produced all literature for the Partnership Programme, which included taking 2D floor plans and extruding them into navigable 3D visuals maps showing visitors the position of shops and the traveling times between gates, first for Heathrow then rolled out to Gatwick. Understanding plans, taking out unnecessary elements and simplifying so only the key message remained, was key.

WORK HISTORY

Freelance

2017 - Present

Gap

Interim Senior Creative Artworker/

Production Manager

2017 - 2017

Floorplans for stores, all POS for worldwide production and supplied artwork for production abroad, Design of POS for Dubai and various windows.

BrightHouse

Senior Creative

2015 - 2017

Produced FSDU, POS, web assets, packaging, full retouching of promotional material and production of all printed material, including complicated POS and pop-up stands.

Lego

2014 - 2015

Creative Artworker.

Produced FSDU, POS, web assets, packaging, full retouching of promotional material and production of all printed material, including complicated POS and pop-up stands.

Freelance Designer

2006 - 2014

Engaged as magazine and catalogue work, also email mailers and web graphics, including full hi-res Photoshop work.

Included multiple short contracts for Bounty (baby magazine and website). Lots of digital web assets and B2B mailers

Tangerine Ltd, Creative Director

1997 - 2006

Offering design, print and CD duplication.

Crawford Designs, Principal

1993 - 1997

Based in Covent Garden, working through larger agencies such as Saatchi and Saatchi.

Freelance Designer

1989 - 1993

Including the Tesco in-house magazine (which I continued to design for the next 14 years).

Roswell Haigh (ad agency)

Designer and Production Manager

1986 - 1989

Promoted from designer to production manager.

Hertfordshire Mercury Newspaper

Typesetter

1983 - 1986

With the implementation of Apple Macs I progressed to work on some of the first fully DTP layout systems.

EDUCATION

DOCTOR BARNARDO SCHOOL OF PRINT

Printing Apprenticeship

Awarded DISTINCTION 1983

LONDON COLLEGE OF PRINT AND DESIGN

City and Guilds in

Printing Science and Production Awarded DISTINCTION 1985