

Designer/Senior Creative

I am an articulate all-round designer, confident at all levels of business. I have worked in both large and small design companies, I have been a partner, a director and owned my own design business.

I have a wide range of experience in my industry, specifically design for print including report and accounts, brochures, point of sale, merchandising, some web/new media experience and, more recently, video editing. I have a good knowledge of various types of print and the processes involved. I also have good technical knowledge of networks, software and hardware. I have worked in a variety of markets including FMCG, skin care and fragrance, oil industry and financial sectors. I am reliable, committed and a conscientious member of any team.

My constant challenge is to make a difference in the design industry, I thrive on the opportunity to shine and love the difference that good design can make to a business. I particularly enjoy being part of a brief from start to finish; working with clients and associates to deliver above their expectations. Ensuring we reach our potential and deliver excellent presentation of thought-provoking design.

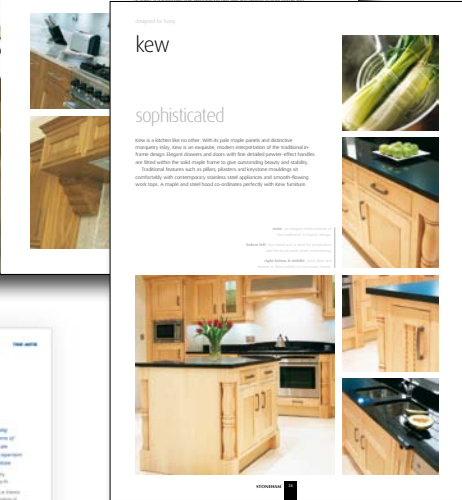
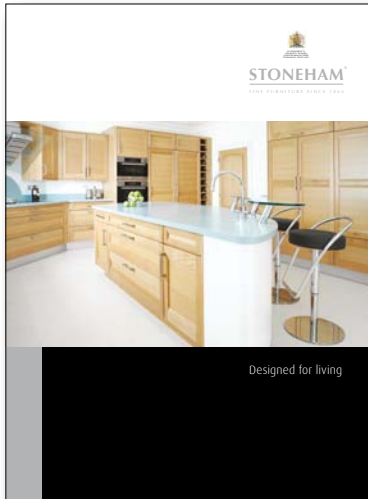
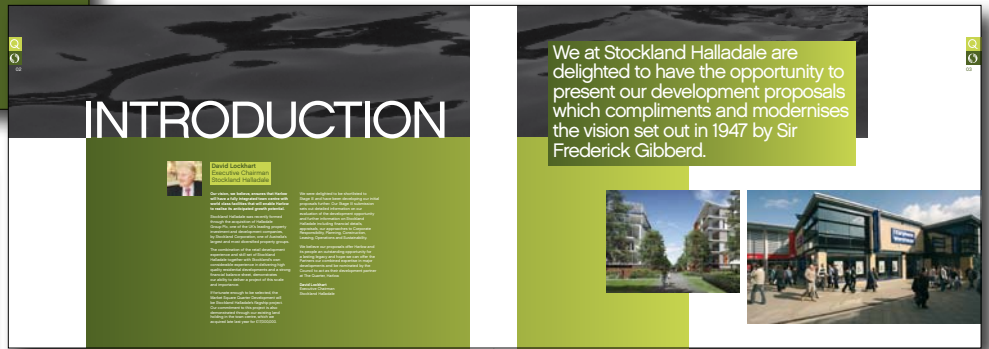
In recent years I have worked with the following brands/ companies. In all cases I was responsible for delivery from brief, through design and production including fulfilment.

- BAA
- Bel UK
- Britvic Soft Drinks
- Chanel
- Clarins UK
- Clarins SARL (Geneva)
- DTZ
- GlaxoSmithKline
- InBev UK
- Jupiter Asset Management
- Jones Lang LaSalle
- Lever
- Lutron
- Tchibo
- Constellation Wines (Europe)
- Remington





reports & brochures





Work History

2008 - present:

Freelance Designer and
Design Consultant

Core responsibilities include liaising with clients; organising, estimating, designing and delivering projects to individual project timelines and budgets. Keeping abreast of technology and ensuring software and hardware are kept up-to-date; giving clients access to the very latest technologies; Delivering projects from brief to finished print; staff management.

Key Projects

Remington Europe – *Trade Communications/Advertising for New Products*; Jones Lang LaSalle – *Marketing materials for new retail developments*; Lutron – *European Marketing brochures and POS*; Stoneham Plc – *Brochures, website design and management, POS, Exhibitions.*

2005 - 2008:

Managing Director
Millini (now Zoo
Communications)

Core responsibilities included key client liaison, managing company budgets, line management of a creative team comprising designers, artworkers, photographers, programmers, staff reviews and managing daily workloads to achieve tight deadlines. Worked with these clients to ensure Zoo exceeded their expectations from brief to delivery on a wide range of projects including Brand Identity, Report and Accounts, Trade Advertising, Packaging and Point-Of-Sale. I moved when the company was bought out.

Key Business

Aveva – *Annual and mid-term Report & Accounts*; Bel UK – *Trade Advertising*; British Meat – *Trade Advertising, POS; Press releases and editorials*; Britvic Soft Drinks – *Trade Advertising and Category Reports*; Constellation Europe – *POS and In-house presentations*; Maybourne Hotel Group (Claridges, The Berkeley, The Connaught) – *Re-design website and new online booking system project management.*

2004 - present:

Managing Director
(Owner) Yello Fish

Having formed a close relationship with an existing client and that business' client base, the opportunity arose to buy the company when the owner retired. The major benefit to clients was that Yello Fish was able to offer a wider range of services, including the promotion of brands using new media, and was able to oversee a wider range of projects from beginning to end.

Key Business

BPEX – *Trade Communications*; BPEX – *Trade Communications*; Capital Radio plc – *logo design*; Christian Dior – *POS*; *Window design*; Clarins UK – *National advertising, In-store promotions nationwide*; Clarins SARRL – *national airport merchandising, POS*; Chanel – *consumer promotions, in-store POS*.

2000 - 2004:

Freelance Creative Director
Various

In a freelance role I offered digital design and project management services for creative agencies working on national accounts.

Key Agencies

Digitas Digital Agency (now Modem Media): Clients included Natwest, Royal Bank of Scotland, Lloyds TSB, AMEX, General Motors – GMC (website), Pontiac (website).

1991 - 2000:

Sole Trader
(Owner) Little Fish

Here I built a strong foundation of regular clients from nothing and grew a small business offering design, artwork and print solutions. My team grew and I had the opportunity to employ two newly-graduated designers. Following their training and experience at Little Fish both moved on to successful careers as Creative Directors in London Agencies.

1989 - 1991:

Partner/Graphic Designer
Jack Andrews Design

Design and artwork for a range of clients, learning Apple Macs and software when they first arrived on the scene.

1987 - 1989:

Director/Studio Manager
Visage Typesetting

Design and artwork for a range of blue-chip clients including: Whitbread, Reed Business Publishing, Touchdown magazine. In the days before DTP, when typesetting galleys, drawing boards and marking-up still existed.

1985 - 1987:

Designer and
Paste-Up Artist – Millini

Working to set-up a busy in-house design studio within a PR company. Clients included: Stella Artois, Heineken, Alex Reid

Technical

Creative Suite
QuarkXpress (v7)
Final Cut Pro
Keynote
Microsoft Office
Macintosh software
Macintosh network,
servers and hardware
Job Bag Systems

Qualifications

Certificate in ICT	Open University (2010)
Apple Accreditation	Final Cut Pro (2008)
Experimental Typography	London College of Printing
Diploma in Graphic Design	Epsom College of Art & Design (now Surrey Design Institute)
GCSE's	8 O' levels – Maths, English Language, Art, Geography, History, Biology, Chemistry, English Literature.