



CHESHAMCREATIVE

JENNY CHESHAM

Freelance Graphic Designer

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curriculum vitae

**“Jenny has an uncanny ability
to produce outstanding design
work time after time;
a truly outstanding creative!”**

Matt Stearn
Creative Services Director
wk360

profile

Hi, my name is Jenny and I am a Freelance Graphic Designer...

...with **over 15 years** of agency experience in the creative industry I have been fortunate enough to work on a variety of projects across **all kinds of market sectors** and for some of the **biggest brands** known today.

Throughout my career I have gained **valuable knowledge** and experience which enables me to bring clients projects **on-brief, on time** and **within budget!**

My work clearly portrays **creativity**, originality and most importantly **aesthetically pleasing** design all of which show an **attention to detail** that delivers a **polished look and feel**. I am extremely **passionate** about what I do and approach each brief with a fresh and **enthusiastic** manner. Unlike most Designers at my level I am **well organised** and work in a structured manner.

My wealth of experience covers the following areas...

- Branding
- Corporate Literature
- Packaging
- Brochures
- Direct Mail
- Point-of-Sale
- Catalogues
- Leaflets/Posters
- Signage

Throughout my career and covering all of the market sectors I have worked in I have **art directed** all photographic requirements for the projects. Including both styling and art direction from still life through to location, working with models (including children) and lifestyle shots.

I am available to work in-house or from my office at home.

I am fluent in the following software and the latest versions of: InDesign, Adobe Photoshop, Adobe Illustrator and QuarkXPress.

employment history

employer

wk360

Luton, Beds

dates

Nov '01 - May '11

job title

Senior Creative

I was offered this position after working as a freelancer on the Disney account. It was here that I gained valuable experience and was fortunate to work on some big and exciting accounts.

Here I was responsible for taking the initial brief and turning it into something that would excite the client and hit the audience that they were talking to. That may have been creating an idea from scratch or taking an idea and working within brand guidelines. Once the project had left my hands it would be passed onto the artwork department although I would always keep a close eye on it until it's completion.

Working within a creative team has also meant that team work is just as important at times when required and brainstorming at the beginning of a project can also prove to be imperative at times.

This job role gave me the opportunity to art direct in photographic shoots where I have had to source props, style sets and work with real life models.

I was fortunate enough to work across various market sectors and on a variety of different projects such as: branding, packaging, pos campaigns, direct mail, advertising, brochures, leaflets and some catalogue design.

Clients include:

- AstraZeneca
- CPW*
- Electrolux
- Moto Services
- Park Resorts
- Tesco
- Warner Bros.
- Black & Decker
- Disney
- FujiFilm
- Neff
- RSPB
- Thomson Directories
- Woolworths
- Bosch
- easyJet
- Mothercare
- Osprey
- Siemens
- Tomy

* Cereal Partners Worldwide

employment history

employer

Dbt Creative
and Marketing

Welwyn Garden City,
Herts

dates

May '00 - Nov '01

job title

Middleweight
Graphic Designer

After being approached by the Creative Director for this position I was in more of a senior role. Being part of a small team I was trusted to make important creative decisions. Liaising with clients and project management were very important areas of this job. I covered a broad range of work which involved forward thinking, conceptual ideas and campaigns for a variety of different clients, small and large.

employer

PRL (Promotions
Reliability Limited)

Hitchin, Herts

dates

Nov '98 - May '00

job title

Graphic Designer

I achieved this position on recommendation and was the Graphic Designer for a marketing and design company. This position enabled me to work closely with many clients on a one to one basis. I often arranged my own meetings where I would take the initial design brief. I worked on a variety of different projects designing:- corporate identity and stationery, direct mailers, leaflets, brochures, exhibitions/graphic panels and advertising.

I also did the following...

- Preparing artwork for print and making dummy mock ups.
- Art directing photo shoots.

employer

Eastern Counties
Newspapers

St. Albans, Herts

dates

June '97 - Nov '98

job title

Graphic Designer

I was a Graphic Designer for a local newspaper in St. Albans which were part of a large group that produced many other titles in the home counties. I worked as part of a team including seven other designers and I was responsible for creating a variety of adverts for local papers in St. Albans and the surrounding areas. I also designed glossy magazines, calendars, programmes for various events and general promotional material that we were sponsoring.

employer

Henlow Grange
Group

Henlow, Beds

dates

Feb '96 - June '97

job title

Graphic Designer

This was my first job in the industry and I was the in-house Graphic Designer for the Henlow Grange Group which at the time consisted of three Health Farms in the country. (They are now known as Champneys).

I was the only member of staff they employed for this position and was responsible for the designing of all publications including brochures, adverts for national magazines, leaflets and in-house newsletters. I also worked alongside a Design Agency which they employed for much larger projects.

I also did the following...

- Photography - The taking of general photographs for use in minor publications and assisting in professional photo shoots.
- Liaising with the in-house printer.
- Liaising with magazine production departments.

training

Mac Academy Training - QuarkXPress
Monday 20th - Tuesday 21st May 1996
The Hilton Hotel, London

Mac Academy Training - Adobe Photoshop
Thursday 23rd - Friday 24th May 1996
The Hilton Hotel, London

higher education

college

Hertford Regional College in Ware, Hertfordshire

dates

Sept '93 - July '95

course

Higher National Diploma in Visual Communication
(Course validated by Middlesex University)

college

Barnfield College Luton, Bedfordshire

dates

Sept '91 - July '93

course

BTEC National Diploma in Graphic Design and Illustration

general information

date of birth

28th June 1973

marital status

Married with 2 children

hobbies

- Listening to music and going to gigs
- Cooking and entertaining
- Love a pamper at a health spa
- Interior Design
- Running

contact details

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skype

Jenny Chesham

To get a better understanding of what I can do
for you please browse through my gallery.

If you think I can assist you on any projects
please do not hesitate to contact me.

I look forward to hearing from you. 