



Catherine Murray  
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## Senior Creative Designer

Fast, efficient and creative

### Profile

I specialise in marketing collateral, promotional material and editorial design. Both print and digital; branded content, Infographics, bespoke book, magazine and e-book design.

Offering both corporates and smaller companies a full turnkey service of brand development from inception to campaign roll-out, also focussing on individual branding elements.

### Technical Proficiency

**Platforms:** Latest Adobe CC and Microsoft

**Applications:** Indesign, Photoshop, Illustrator, MS Word and Excel.

**Web Design:** Basic HTML, Wix and Grafenia plc Brambl and Word Press

### Skills

- « **Marketing design and Branding:** I assist brands to fulfill their true creative potential offering both corporates and smaller companies a full turnkey service of brand development from inception to campaign roll-out, focussing on individual branding elements such as logo design, business cards, letterheads, invites, posters, and event and exhibition material.
- « **Social media:** I am also able to develop your brand campaign across all social media and digital platforms creating graphics, banners and so much more.
- « **Creating Brand Identity:** Designing and drawing up brand identity and guidelines. When creating brand guidelines, I establish the voice and personality of a company, as well as how the branding elements will be shown to the public. It is a concise document that can be utilised by all designers working on the brand to maintain consistency.
- « **Book Design:** Designing books from cover to cover in both print and digital formats for Mac and Kindle. I am also able to give advice and guidance on the best e-commerce platforms to select for the sale of your book and offer uploading to these sites as part of my service.
- « **Exhibition and Events:** Designing content from large format to merchandise for events..
- « **Photography and product shots:** Art directing the photoshoots for books, product shots for websites and marketing collateral etc
- « **Product video and Collateral:** Basic editing and splicing of provided video content. Prep and conceptualising the video and photoshoot, working along side the client to get the most out of the 'actors' within the video and photos and editing it to make it work well as an instruction guide.

### Other skills

- « **Organising filing** structures to manage assets and collateral
- « Creating **mock-ups** and **presentations**
- « **Empathising** with my client helping to create the best communications.
- « Photo **retouching** and **manipulation**
- « **Communication skills** excellent on email or face to face
- « **Managing** and juggling many projects at the same time
- « **Multi-tasking** and **prioritising** work schedules in order to hit deadlines
- « **Fast, efficient** and **confident** in my ability
- « All aspects of **production** from presentation to print ready pdfs.
- « **Liaising** with printers and clients
- « **Redesign** and refreshing old ideas
- « The need to learn and further my knowledge

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... Cath had clearly listened to the brief I gave her and therefore understood the nature of my business. I was blown away by her first draft, where she used all the key elements we had discussed ...

Diane Cracknell, [www.science-rocks.co.uk](http://www.science-rocks.co.uk)

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## Career Summary

### Jan 2011 to present:

#### Marketing collateral and Book Designer

With each and every project, no matter the scale, I pride myself on extremely personalised service, immersing myself into the nuances of the brief and working with you every step of the way. This is your pride and joy, and to me, there is no greater pleasure than delivering out-of-the-box, creative solutions that make both of us excited for the possibilities.

Based in the UK, I work with clients both locally and internationally, and conduct briefings and progress milestones remotely or face to face depending on the requirements of the project. I am extremely patient and empathetic to your needs, very deadline-driven, and work well alone or with seasoned in-house teams and agencies – and always with a smile.

### Sept 2016 to April 2020

#### The Printroom Group, Bracknell

#### Studio Manager and Senior Graphic Designer

The role entails re-branding The Printroom, designing the website, updating the marketing collateral to suit, mentoring and managing the team, while delivering design to the large array of Printroom clientele from **print** to **digital**, **exhibitions** to **events** and **marketing collateral** for large to small business.

When I took on the job I entered a very busy studio where the team was overwhelmed by the volume of work. I implemented new processes to simplify the work flow. In doing this the back-log was reduced and the work was able to flow freely from sales back to the customer.

### 2006 to 2010

#### The AA, Book Publishing in Basingstoke UK

#### Head of Book Design

- « Layout design and typography from cover to cover on launch titles.
- « Updating the design and technical elements to create a fresh, modern look on older, outdated titles.
- « Creating files for foreign Co-Publishers using spot colour black/fifth colour plate.
- « Converting books from Quark to Indesign.
- « Creating style sheets, master pages and libraries to ensure ease of use for editors and future designers.
- « Managing project work flows and freelancers.
- « Taking creative briefs from initial concept through to production within set deadlines (however tight)

### 2003 – 2006

#### Faversham House Group, B2B Publishing in London UK

#### Head of Magazine Design

- « Senior Magazine designer for 4 monthly B2B titles.
- « Creating new design, updating out dated design, creating supplements and artwork for exhibitions.

“

... a joy to work with and can be relied on to deliver. She is keen to understand fully her clients' brief and needs, both from a technical and creative perspective and is proactive in providing solutions and suggestions. ....

Paul Mariner, Author

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**2003**

**Highbury WV in London UK**

**Magazine Designer**

Only worked here a few months when first arriving in the UK but in this short time I redesigned a collectors magazine as it was a shambles. This design was used for years afterwards.

**2001 -2002**

**Highbury-Monarch Communications in South Africa**

**Magazine Designer**

Designed on a number of titles from liaising with editors, advertisers, image search and manipulation to print production.

**1999 - 2001**

**New Holland Publishers and Strobe Communications in SA**

**Magazine Designer**

Head Designer on the SA Cricket Magazine which featured many top players, liaising with editors, advertisers, photoshoots, image search and manipulation to print production.

**1998 -1999**

**DTP Design Studio in South Africa**

**Freelance designer**

Designed adverts, menus, brochures, work sheets etc

**1995 - 1998**

Worked temping jobs to enable studies in DTP, design and Dutch in Utrecht, The Netherlands

**1992 - 1995**

**Redwing Screen Printers in South Africa**

**Department Head, Designer and artworker.**

Before computers were widely used we created all artwork onto film by hand using different techniques, for example pens, rubylith, bromide camera, NT cutters and light boxes.

**My highlights**

- « Head designer on the SA Cricket Magazine and meeting most of the top players, going on photoshoots with the guys and working with their partners on the editorial side of things.
- « Designing a gorgeous Afternoon Tea book for the AA and art directing the food photoshoot.
- « Producing a beautiful range of uplifting books aimed at woman which consisted of a self help book, journals, diaries, work books and media imagery.
- « Creating a photo album and story for a couples 65th wedding anniversary. The story starts when they are young growing up during the war, and then intertwines when they meet, eventually creating the family they have now. This meant lots of trawling through old photographs and transcripts from the video interviews of the family members to create the story. It was such a special book to create.

**Award**

Chairman's Award for excellence at Faversham House Group



... I have always found her work to be of the highest quality and creativity. Catherine is extremely professional and never missed a deadline. ....

Yolanda Ayora, Sales manager

