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## Profile

A devoted and enthusiastic design graduate with an excellent drawing ability and a reputation for producing a consistently high standard of work. An ambitious and proactive individual with a sustainable approach to problem solving, willing to experiment and explore new territory and processes.

## Core Skills

- Creative and resourceful problem solver, with the drive to meet project deadlines, both as part of a team and under own initiative.
- A clear and effective communicator, with the ability to openly discuss ideas and solutions with people of all levels.
- Dedicated to continuously updating and improving skills with the ability to learn new processes and techniques quickly and efficiently.
- Meticulous, with well-developed organisational, administrative and planning skills.

## Technical

### Software

- Fluent in Adobe's Creative Suite, including Flash and Dreamweaver, with a good understanding of XHTML and CSS.
- Microsoft Office packages including MS Access and Excel.
- Sound knowledge of various 3D packages on both Mac and Windows platforms.

### Hands On

- Experience in various printing processes, specialising in silk-screen-printing.
- Construction processes (specialising in wood, metal and fibreglass moulding).
- Digital Photography.

## Professional Experience

### Freelance Graphic Designer (Part time)

October 2007 – Present

I am currently providing creative solutions to both repeat clients and new clients alike. Utilising the skills and experience gleaned from my previous roles, I have been focussing on the design and planning of websites, as well as tackling branding projects with a better understanding of brand theory.

#### Notable projects include:

##### Parity Eco Solutions

Corporate identity project for the newly devised parent company of Parity Projects. This time, with less specific links to housing, the brand needed to convey a highly professional approach to sustainable solutions.

##### The Lockhouse Restaurant

Initially a restaurant branding project for an entirely new venture in Bristol's up-and-coming Portishead Marina development. Based in an old Lock Keeper's cottage, the brand needed to link in with the local surroundings as well as evoke a feeling of class and distinction. The next phase of the project includes a website and menu design.

## Professional Experience (cont.)

### Persona Creative Ltd. (Nottingham) Full time Graphic Designer/Information Architect

October 2006 – October 2007

Appointed as part of the creative team within a busy PR & Marketing Agency, dealing with a variety of clients ranging from Toshiba Computers UK to smaller, local charities. This role included designing and developing corporate branding, exhibition graphics, marketing material and website designs to extremely tight deadlines. Specialised in the higher-level design, or 'Information Architecture' of various website projects and email campaigns. As one of the more senior members of the team, I was frequently required to lead client facing meetings and presentations.

### Freelance Graphic Designer (2 Days p/w)

Graduation (2002) – October 2006

Providing fresh design solutions and corporate branding for an array of companies. Offering a comprehensive service from initial pen on paper concept generation to final, industry standard deliverables.

#### Notable projects include:

##### Balfour Beatty Rail Ltd. & Balfour Beatty Civil Construction & Plant Services Ltd.

Logo design to enforce a new and international company-wide safety initiative. Work included photographic visualisations of final application, designing a poster campaign and designing/printing certificates for award ceremony.

##### Parity Projects Ltd.

Complete corporate identity for launch of sustainable housing project in the south of England. Work involved producing a flexible image to apply to all stationery and marketing material for this new business, whose emphasis is on using existing houses as a basis for ecological property development.

##### Auto Service Centre

Brand overhaul of local motor repair centre consisting of individual logos to represent the four facets of the company, large-scale signage design, vehicle livery and emblems for staff uniform.

### Network Rail - Works Scheduler (4 Days p/w)

(4 Days p/w) Graduation (2002) – October 2006

Appointed to assist the Area Track Engineers in producing maps and plans detailing work content. Represented three area managers at key planning meetings with regards to cyclic maintenance and renewal activities on track infrastructure. Initiated the development and improvement of communication by means of increasing the visibility of engineering plans.

## Education

### University of Derby (Graduated 2002)

- Applied Arts & Sustainable Design BA (Hons)
- Specialising in furniture design and screen-printing, with modules in technical drawing, photography and web design.

### Norwich School of Art & Design

- Art & Design Foundation
- Art & Design GNVQ Advanced

## Additional Information

DOB 20/05/1980 | Full Clean UK drivers license | Non Smoker

Interests - Hot Rod & Kustom culture, classic auto restoration, photography and film.

References – available on request