



PROFILE

A team player and seasoned professional with a designers eye for detail that:

- Utilises programmes with maximum proficiency
- Ensures consistency and efficiency, in a methodical and insightful manner
- Produces artwork to the highest standard
- Has accumulative experience in sectors such as hospitality, retail, financial, health, IT, property and telecoms
- Has a vast knowledge base to extend to any project.

CONTACT

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REFERENCES

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KEY SKILLS

- Advanced knowledge and experience using Adobe CC 2018 Indesign, Illustrator, Photoshop, and Acrobat
- Professional artworker of print and interactive web PDF files
- Specialist at producing clean and consistent artwork utilising templates, stylesheets and colour palettes within Indesign and Illustrator
- Photoshop retouching and visualisation
- Infographics, diagrams and illustrations using Adobe Illustrator
- Utilising Wordpress themes and site builders such as Duda to build websites.

EXPERIENCE

October 2014 – July 2018

Senior Artworker at Lucid Brand Ltd.

Working in a small team of four took me back to my grassroots and I enjoyed the inclusiveness. Having a hand in everything from design ideas to company decision making created greater responsibilities and more involvement in projects. I also broadened my skills within the Adobe Creative Suite and gained valuable experience in creating websites using Wordpress and Duda.

KEY PROJECTS

Wimbledon Championships 2015 – 2018 Literature

Artworking, layout and design of prestige literature for the Wimbledon Championships between 2015 – 2018. With an annual portfolio of over 300 jobs to complete within an immovable deadline, each years Championships consisted of guides, maps, factsheets and signage for staff, players and visitors.

Lindt

Having Lindt as a client is a chocoholics dream. Firstly in the creation of the Lindt Gold Bunny illustration for Lindt's 2016 Easter campaign. I then worked on the brand guidelines for usage of the Lindt Gold Bunny, Lindt Lindor, Lindt Excellence, Lindt Festive Figures & the Lindt Master Chocolatier Collection.

Bacs

Bacs is responsible for over 6.34 billion transactions a year and is the system that allows 90% of the UK workforce to receive their wages. They also run Direct Debit, Direct Credit and the Current Account Switch Service. Rebranded by Lucid, I played a key role in design, template layout and final artwork for brand guidelines, promotional literature and web graphics across all four brands for both corporate and consumer audiences.

November 2011 – August 2014

Senior Creative Artworker at Ferrier Pearce Creative Group

As a key member of four artworkers working with the Creative Director and team of designers, producing ads, corporate literature, floorplans, brochures, inserts, hoarding and exhibition stands for work within the property and financial sectors such as Barclays, Crest Nicolson, Fidelity, HSBC and Lend Lease.

KEY PROJECTS

Crest Nicolson

Many projects at Ferrier Pearce were for housing developments where I would work on Proposals, Branding, Brochures, Hoarding and Marketing Suite Graphics; out of all of these, Ixia was by far my favourite. A luxury apartment block in Shoreditch, the branding conveyed a striking and stylish contemporary design to mirror the apartments.

Turner Sims – Southampton-based 40pp theatre event listing programmes between Spring 2012 – Spring 2014

Using my prior catalogue knowledge at John Brown Media I streamlined the process of building the programmes using 'nested styles' within the stylesheets. I enjoyed working on these not only for the challenge but for the variety of artists that were featured in each edition of their biannual programme.

Lend Lease – Colbalt Place Brochure

Working closely with the lead designers producing the final artwork and floorplans on this perfect bound 60pp brochure for luxury apartments in SW11.



December 2009 – July 2011: John Brown Media Senior Desktop Designer

Working in the Catalogues Division on the Desktop team producing high-end catalogues and printed literature for retail brands such as B&Q, Bathstore, F&F, Jamie at Home, John Lewis, Waitrose, Wickes and Superdrug.



KEY PROJECTS

B&Q Spring 2010 Garden 420pp UK and 272pp Irish catalogues:

As part of the core Desktop team working on this 14 week intensive project was my first introduction to using GoPublish. Artwork was produced from the ground up and it required a very tight policing whenever there were changes to the style sheets, colour palette, fonts and logos.

Jamie at Home – All catalogues between Spring 2010 – Summer 2011

This triennial catalogue became my responsibility from the Spring 2010 edition. Working in close conjunction with the art director, we produced four outstanding 68pp A5 catalogues for the Jamie at Home brand.

Bathstore

The Bathstore Catalogue was by far the largest project that I took charge of. Issues 64 and 65 were 272pp catalogues featuring their whole range of Bathroom suites, mix or match ranges, taps, fittings and accessories. Working with the Senior Creatives, Account Management and co-ordinating the rest of the Desktop team with stylesheets, master icon sets, layout changes and corrections, we successfully created both issues and some additional POS too.



January 2000 – November 2009



KEY PROJECTS

2009 – The Escape, Basingstoke: L&Q In-house Newsletter

32pp newsletter for L&Q's housing association residents.

2008: Notcutts Garden Centres POS

POS creation and installation for 13 Notcutts Garden Centres.

2007 – iTonic, Brighton: The Guinness Book of World Records 2008

Retouching and cutouts for images featured in The Guinness Book of World Records 2008.

2005 – World Duty Free POS

Artworking the Christmas 2005 POS for 74 WDF stores at airports up and down the country.

2004 – KAG Design, Basingstoke: Garmin GPS Navigation kit packaging

Packaging for a GPS Navigation kit by Garmin and a TV surround for the demo screen for use in 'Blacks' stores.

2001 – Bradley Dyer, Reigate: Spectrum Court Brochure for Furlong Homes.

12pp brochure, floorplans and associated materials for Spectrum Court, a luxury development of 14 apartments.

OTHER AGENCIES I WORKED WITH DURING THIS TIME:

Caterpillar, Front Room, The Futures Company, Gyro International, Instinctif, Live Communications, Medical Action, Mirror Image, Ogilvy, Hangar 7, Ross Levinson Harris and The Stream.



January 1993 – January 2000:

June 1999 – January 2000: Designer/Artworker for TBS/TSi Resourcing Group

February 1997 – June 1999: CTC Eurobase/John Bowler Associates/CTC

March 1993 – November 1996: Active Image.



QUALIFICATIONS:

2006: City & Guilds (Distinction) in Web Design using Dreamweaver

1995: BTEC Higher National Certificate in Graphic Design

1992: BTEC National Diploma in Graphic Design and Business Studies

1990: 7 O'Level standard GCSE's (9 GCSE's in total).



INTERESTS

Motorbikes

I'm a proud owner of a Yamaha Fazer 8 and with my wife on her own motorbike, have travelled the length and breadth of the UK including Wales, Scotland and Ireland. We have also toured France, Belgium and Luxembourg; I've also ridden to Germany's Black Forest region.

Skiing

A re-discovered passion 17 years after a school skiing trip, my wife and I have been numerous times, which in theory should make me a competent skier. I fear my re-discovery of skiing kick-started my passion for motorbikes.

Fitness

Since a 2010 new years resolution to get fitter, I now have a small gym in the garden, run regularly and also attend a twice weekly HITT class. This has led to a collection of medals for running 10K's, mud runs, half marathons and my first marathon this year in Brighton. During this time I've also raised money for Cancer Research, The Alzheimer's Society, Help the Heroes, The Lullaby Trust and Prostate Cancer UK; I'm also 3 stone lighter!