

I'm a creative designer with over 20 years experience of generating ideas and turning them into effective communications.

Conceptual design is my super power and the ability to deliver high quality solutions across multiple platforms, which match clients' objectives and achieve results.

Type of work

Branding, logo design, corporate identities, financial reports, campaigns, promotional literature, training materials, recruitment material, Interactive CDs, websites, social media, newsletters, magazines, exhibitions, packaging/labels, leaflets, posters, mail shots and press ads.

Computer skills

Apple Mac: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver), Quark Xpress, with knowledge of HTML and CSS.

Skills summary

Scope and define

- Analyse client briefs and objectives to define projects.
- Develop proposals, costs and project strategies with editors and client managers, to ensure project success.

Create

- Create effective design solutions underpinned by strategic thinking and attention to detail.
- Client presentations and proposal documents.
- Hands-on production and development of visuals, print-ready artwork and web resources.

Deliver

- Art direction and supervision of both internal and external resources to produce cost-effective creative solutions.
- Manage projects and budgets. Liaising with other members of staff, suppliers, clients and stakeholders.
- Art direction of photography in a studio or on location.
- Creative leader and valued, constructive team member, able to work with multiple project teams.

Career history

Freelance Designer

April 2012 – current. Working for various clients including Equipment4Garages, Orion Audio Visual, Certsure, Xerox, Barclays and a range of design studios and businesses throughout Hertfordshire.

Designer/Design Manager – Central Office of Information (COI).

December 1998 – April 2012. Working as a senior creative, in a lead role and in partnership with writers, account managers and other creatives.

Providing creative solutions for brand and identity creation, communications material, websites and campaigns.

Freelance Designer

February 1998 – November 1998. Working for various clients including Bradley Dyer Group (Advertising Agency). Producing creative design solutions and artwork.

Designer/Studio Manager – David Clark Design Group

November 1993 – January 1998. Reporting to the managing directors on design and business development projects. Producing creative design solutions and managing the development of the studio.

Freelance Designer – Carrington Caunter Associates Ltd (Advertising, Marketing, Public Relations)

July 1993 – October 1993. Producing creative design concepts and artwork for advertising and marketing material.

Designer/Mac Manager – David Clark Design Group

February 1993 – June 1993. Reporting to the managing directors on design projects. Producing creative design solutions.

Senior Designer/DTP Systems Manager – The Department of Trade and Industry (DTI)

August 1991 – December 1992. Reporting to the Head of Design. Producing creative design solutions for marketing and communications material.

Studio Junior, Designer, Senior Designer – Central Office of Information (COI)

March 1988 – August 1991. Producing creative design solutions and artwork.

Qualifications

Plymouth College of Art and Design

DATEC HND in Graphic Design (Merit).

Northumberland College of Art and Design (Norcad)

BTEC ND in Graphic Design (Merit).

Certificate in Communication skills (Credit)

'O' level English

Shaw Academy

Diploma in Digital Marketing (Distinction)

Project highlights

Food and environment Research Agency (FERA)

Created a new brand and suite of applications for the new Defra agency, FERA. Delivered ahead of schedule, enabling the client to begin their programme of internal communication early.

Independent safeguarding Authority

Involved in running a naming workshop, which formed the foundations for the new brand. Took the creative lead in the creation and development of the brand, brand guidelines and launch material. Generated great buy in from stakeholders and Client satisfaction scores of 9,9,9.

RAF

Managed the RAF Account, producing website designs, recruitment material and Art directing photographic shoots on location.

LSC

Creative design and art direction of the 'Care to learn' campaign to encourage young parents to continue with their education. Included choosing models and art directing photography.

Directgov

Created the visual look and feel for the directgov online pension calculator. Worked with developers to enhance the user journey. Created interactive PDF presentations, and mock-up HTML Pages for client testing and approval.

Achievements

- Won Two ABCD awards (above and beyond the call of duty), one for managing and working on the RAF account and one for creating the NPIA brand.
- Won a Business Improvement award for work on the COI rebranding.
- Won the COI challenge, where cross COI specialists, formed into teams, have 2 days to produce a creative proposal and presentation to board members.
- Consistently achieved high report marks through meeting and exceeding work objectives and client expectations.
- I increased business for the NHS Appointments commission by creating their new brand. 4 out of 5 new recruitment packs gave positive results.
- Generated three years worth of business after creating a new brand for RCPO. Work included promotional leaflets and Annual reports.
- Designed the RAF recruitment web site, which achieved over 40,000 hits in the first year increasing intake of new recruits by 20%.
- Won new business from the Territorial Army, following successful design solutions for the new Army recruitment literature.
- Organized and art directed over 100 RAF photographic shoots throughout the UK and overseas.
- Managed and developed the Design Group studio. Working with the directors developed new processes that increased output of the studio, expanded the computer system and created new positions.

Additional training

I am continually motivated to increase knowledge through experiences and training.

Management courses

- Effective manager training blocks 1 and 4
- Communication & interpersonal skills
- Team building and motivation
- Negotiations skills
- Presentation skills
- Responding Strategically

Creative courses

- Creative thinking
- Graphics and the Internet
- Introduction to Direct Marketing
- Advanced Adobe InDesign, Illustrator, Photoshop
- Adobe Dreamweaver - website development
- Web project management