

### Professional profile

Experienced Senior Creative Artworker with expertise in press and digital artworking. A comprehensive knowledge of Adobe Creative Suite's main tools of Indesign, Illustrator and Photoshop and advanced PowerPoint, Word and Keynote. Meticulous layout and typesetting skills, a full understanding of press and digital processes in a broad range of sector disciplines alongside a hard-working, problem-solving attitude.

### Personal attributes

- Studio management
- Team player
- Client facing
- Organised and flexible
- Accurate
- Attention to detail
- Advanced written English & proofreading skills
- Problem solving

### Skills

- Advanced Indesign mastery, including large text heavy publications, complex table manipulation and styling.
- Creating complex interactive navigation for PDFs.
- Advanced Illustrator skills including graph production, infographics
- Advanced Photoshop skills including high end retouching, complex cut-outs, layering, compositing and image manipulation.
- Advanced PowerPoint
- Digital layout and web output
- Word and Excel.
- Keynote
- Acrobat
- Sketch

### Sector specialisation

- Brand Implementation
- Brand Guidelines
- Annual reports
- Brochures
- Typography
- Press advertising
- Packaging
- POS
- Wayfinding
- Illustration
- Floor plans
- Site plans
- Maps
- Mock-ups
- Visualising
- Wireframing
- Online digital assets

### Work history

#### 2013 – present

Freelance artworker on short and long term assignments working both in-house and within design agencies. Too many to go into detail, but a few typical assignments are listed below:

Agency: **Andesign**

Client: **St James Preparatory School | Brighton College | Warwick Independent Schools Foundation**

- Rebuild three college crests in vector format from a rough sketch
- Artwork a 60 page school prospectus, including retouching images and removing extraneous details.
- Artwork press ads
- Create and refine logo treatments for a brand pitch.

Agency: **Altadicta**

Client: **Diageo | Coca-cola**

- Build a multi-document interactive PDF to train senior managers in integrity and ethics for Diageo
- Create illustrated interior perspectives and populate with branded environmental graphics for Coca-cola.

Agency: **TWCreative**

Client: **Kimberley Clarke | Coca-cola**

- Retouch and cut-out high end photos of children for an outdoor billboard.
- Retouch and add graphics to mock-ups of a branded pharmaceutical mobile scanning unit.
- Artwork exhibition material for Kimberley Clarke

Agency: **Havas Life Medicom**

Client: **Kimberley Clarke | Coca-cola**

- Create PowerPoint presentations and visual aid PDFs for pharmaceutical medical reports.
- Produce illustrations and help develop brand guidelines.

Agency: **Adam Ellis**

Client: **The Ivy restaurant**

- Produce vector cut-outs in Photoshop from high resolution scans of 19th century botanical illustrations to be combined into hand coloured wallpaper motifs.

Agency: **Stereo Creative**

Client: **Virgin Holidays Worldwide | Microgaming | Worldpay**

- Artwork a 160 page global travel brochure for Virgin Holidays Worldwide. Layout, create illustrations, colour adjust all images for matt paper.
- Produce online web banners, A-boards, bus livery and environmental graphics for Microgaming to be used for the EiG gaming conference.
- Create an animated PowerPoint presentation for Worldpay.

Agency: **Multiadaptor**

Client: **Softbank Vision Fund**

- Working on a quarterly finance report for SoftBank Vision Fund to set up some clever Indesign tables that will data merge to Excel spreadsheets making them updatable whilst maintaining some styling and removing any human error from the process.

Agency: **Amplify**

Client: **Playstation**

- Creating environmental graphics for Playstation using very large and complex Photoshop files to create 50 meter hoardings at a GamesCon event.

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Agency: **Conran**

Client: **Freshfields Bruckhaus Deringer LLP**

- Producing in-house literature and marketing collateral for an international law firm. Helped to streamline their production processes through redesigning templates and workflow methodologies.

## **2012 – 2013**

Agency: **Appetite**

Client: **UKTI**

Started as an updated cross departmental logo to be integrated into the existing identity. Soon became a complete rebrand and a extensive expansion of the existing guidelines provided by the cabinet office to encompass international implementation. Took on the role of account manager, brand guardian and technical advisor as well as their artworker. Then went on to supervise and co-ordinate the building of a custom digital asset management system to house all their marketing materials.

## **2011 – 2012**

Agency: **Freelance artworker**

Client: **Radley Yeldar, Nokia, Nest Corporation, Glenmorangie, Pfizer.**

Short to medium term contracts, working mainly on corporate literature, annual reports, packaging, and brand implementation and event marketing.

## **2007 – 2010**

Agency: **Redhouselane**

Clients: **Carbon Trust | Dept. of Health | Consumer Focus**

Full-time position in a large multi-disciplinary agency, specialising in the government sector. Creating and administering all press ready artwork. Creating backend systems to organise production. Providing training to designers and artworkers.

**Full work history available on request.**

## **Education**

GCSE Level equivalent

Avondale College, NZ

## **Personal interests**

My children, coffee, producing music, typography and design, box sets and indie movies, painting and cooking.