

Talented and highly skilled creative graphic designer

I'm a skilled designer with solid professional experience ranging across studio, in-house and freelance roles. I provide creative, reliable design solutions backed up with expert fluency in the latest industry software. With a talent for visual ideas, a meticulous eye for detail and a positive attitude, I offer exceptional creative flair and a passion for excellence.

- Excellent knowledge of latest print and web technology
- Proven ability to meet the most challenging deadlines
- Precision typographer with expert artworking skills
- Literate, good communicator, client-facing experience
- Hard-working, enthusiastic, motivated and resourceful

Creative Suite
Illustrator CS
Photoshop CS
InDesign CS
Quark XPress
Acrobat Pro
Flash CS
Dreamweaver CS
MS Office
Adobe Audition
HTML/CSS

P R O F E S S I O N A L H I S T O R Y

2000 → CURRENTLY

GRAPHIC DESIGNER : Johnston Press PLC

An essential team member of a busy in-house studio, I design artwork for a print and web-based publisher in the lifestyle, current affairs and business markets. Reporting to the divisional studio manager, I take responsibility for designing creative, vibrant and stylish visual material of the highest standards to challenging deadline-driven briefs.

My print work covers every conceivable style and format, from boutique print adverts and page layouts to large format posters and exhibition graphics. Projects often require new logo creation or title re-branding, which can involve design of marketing materials such as DM, leaflets, branded free gifts, etc. For every job I aim to create beautiful, high-impact, print-ready designs

Online, I create graphics for web projects and e-marketing (email newsletters, banner advertising campaigns) and write standards-compliant code for interactive microsite development.

Working under pressure in a hectic publishing environment, my creativity, technical ability and seamless artworking skills are successfully put to the test every day.

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2000 → 2004

GRAPHIC DESIGNER : Freelance

Seeking a new career challenge and eager to expand my field of expertise to include internet and web technologies, I became a freelance print and web designer.

As a freelancer I tackled a huge variety of design projects for many diverse clients large and small, including agencies, business start-ups, charities, local councils and other organisations. Print work included a vast mix of marketing collateral, advertising design, brochures and corporate reports, plus logos and branding for start-ups. Online, I collaborated on several database-driven websites, producing programming scripts, graphics and animation (including video) and search engine optimisation (SEO).

During this freelance period I carried sole responsibility for managing my business, which gave me an excellent appreciation of marketing, administration, facing clients, liaising with printers, optimising workflow and delivering excellent print-ready work.

1997 → 2000

PAGE DESIGNER / SUB-EDITOR : Horley Publishing Ltd

Working for a small family-run local newspaper, I was the sole designer in the team, with responsibility for creating advertising and editorial artwork, plus backdrops, headers and other graphical elements for a number of newspapers and magazines. I was responsible for managing my own workflow, plus sourcing typefaces and stock images. As a sub-editor I also shared responsibility for editing copy, devising the perfect headline and laying out editorial pages.

> M O R E A B O U T M E

I have many interests, including photography, music, writing, science, technology, art and typography. I'm passionate about visual communication and equally excited by the possibilities of the internet to transform our lives. I also cook fantastic curries!

I participated in the Futurex International Type Design project, the world's first Open Source font design initiative. I've created several fonts, most notably the Distro family, which has been used all over the world, most recently by Samsung/Carphone Warehouse in a mobile phone campaign.

As a personal project with a friend, I created the quirky mythology website **www.godchecker.com**. Godchecker regularly attracts between 8-12K unique visitors each day and gets regular mentions in the media. A book of the website was published Sept 2010.

In short, whether at work or play, I am always passionate about what I do and keen to make it a success.