

peterALLEN

Tel: 07813 167 250
peteradesigner@gmail.com

Talented and highly skilled creative graphic designer

I'm a skilled digital and graphic designer with a solid professional background in freelance and studio creative roles. I offer visual design solutions backed up with expert fluency in the latest creative 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 web/print technologies**
- **Proven ability to meet the most challenging deadlines**
- **Precision typographer, expert artworking capabilities**
- **Literate, good communicator, used to dealing with clients**
- **Hard-working, enthusiastic, motivated and resourceful**

PROFESSIONAL HISTORY

2004 → CURRENTLY

CREATIVE DESIGNER : Johnston Press PLC

An essential team member of a busy in-house studio, I create graphics for a variety of print and web-based publications in the lifestyle, current affairs and business markets.

Reporting to the Divisional Studio Manager, I take responsibility for designing creative, vibrant and stylish visual artwork of the highest standards to challenging deadline-driven briefs.

My print work covers every conceivable style and format, ranging from boutique advertising design to magazine feature layouts. For internet publications I create online graphics and write standards-compliant code for interactive microsite development.

Work often includes branding and marketing for new titles. I create logos, mastheads, style guides and collateral, including promotional matter, exhibition graphics and e-marketing (email newsletters, banner advertising campaigns) and so on.

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

SOFTWARE SKILLS

I'm an advanced or expert level user of :

Illustrator CS
Photoshop CS
InDesign CS
Quark XPress
Acrobat Pro
Flash CS
Dreamweaver CS
MS Office
Adobe Audition

PROGRAMMING SKILLS

I am an experienced web coder using :

HTML, CSS, XML
Javascript and AJAX
PHP and MySQL
ASP and SQL Server
WordPress & BlogDrive
Twitter API
Scriptaculous
Content Management software

more >>

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 and organisations. Print work varied across marketing collateral, advertising design, brochures and corporate reports, plus logos and branding. Online, I designed and built interactive database-driven websites, producing all programming scripts, graphics and animation (including video) and search engine optimisation (SEO).

During this period as a freelance designer I held sole responsibility for managing the business, included marketing, administration, dealing with clients, liaising with suppliers, organising and optimising workflow to meet deadlines.

1997 → 2000

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.

MORE ABOUT ME

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 Futuress International Type Design project, the world's first open source font design initiative. I have created several fonts, most notably the Distro family, a series of high quality amorphous typefaces. Distro 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 designed and built the quirky mythology website www.godchecker.com. Godchecker regularly attracts between 8-12K unique visitors each day and has been mentioned in the media many times (including NBS and the *Sunday Times*). There are now tentative plans for a book.

In short, whether at work or play, I am always interested in what I'm doing and keen to make it a success.

the Distro
family

GOD
checker
.com