

# Curriculum Vitae

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Drivers License: Full Car

## Profile

Highly motivated enthusiastic designer with a strong determination to succeed and genuine ambition to keep improving. Fluent in Photoshop and Illustrator and with knowledge of CSS/HTML I am highly skilled in both Mac and PC with an astute attention to detail to work produced on both platforms. Academic and professional experience has taught me to work logically, which helps me learn new skills quickly, often under pressure organising my time and resources efficiently.

## Key Skills

- » Graphic Design incl. brochure, logo and advertising design
- » Web Design
- » Branding and UI
- » Image Manipulation
- » Vector Graphics
- » CSS/HTML
- » Researching – Design blogs, forums and trends
- » Adobe (Photoshop, Illustrator, InDesign, Acrobat) Macromedia (Fireworks)
- » Microsoft Office (Word, Excel, Access)

## Key Achievements and Experiences

Below I have detailed key achievements and experiences I have gained whilst working for Southampton Solent University, Datasouth and Altaire Creative.

### International Web Design - Vicor Europe

September 2008 / January 2010

For 12 months I have designed email and landing pages for Vicor Europe. Taking into account each design needed to be developed for 4 different languages. I consequently needed to allow extra space for longer words and phrases common in these languages. Colour changes also needed to be taken into account as various colours are interpreted differently depending on the country. I regularly view design blogs and forums to keep up to date with latest trends and practises which I use as influences in my work.

### Email Design and Development – British Telecom

October 2007 / January 2010

For two years I designed email campaigns for British Telecom. Working with their strong brand identity I was able to use my knowledge of design and in particular the various limitations of email clients to design campaigns which not only appeared attractive but also carried distinctive references to the “character” of the brand defined in its core values.

### **Interactive Wireframes and Design - Sainsbury's Calais**

January 2010 / April 2010

To enable the management and employees to understand the user experience of their website I created wireframes using Azure. User experience is a key element to all the websites I design as I believe a disappointing user experience will reflect badly on a company's brand. Using my research and knowledge of user interaction, the wireframe prototype became a fully functional website with navigation, links and text areas. Previously Altaire designed straight away without understanding the importance of the user experience so this recommendation has enabled us to run more efficiently and effectively. On this project I was involved throughout all stages of web creation. This involved preliminary conversations involving management at Sainsbury's, designing of all pages and the implementing of front end code.

### **Illustrator and Image Manipulation – Photography**

Photographic re-touching of digital photographs and error correction of old/damaged prints using my extensive knowledge of Adobe Photoshop.

### **Work Experience and Education**

Altaire Creative		January 2010 / Present
Datasouth Uk Limited		October 2007 / January 2010
Art Galleries Direct		October 2007 / Present
Southampton Solent University - Design Studio		September 2007 / October 2007
Southampton Solent University		August 2004 / June 2007
BA (HONS) Graphic Design	- 2.2	
Southampton City College		August 2003 - June 2004
Foundation in Graphic Design	- Grade A Pass	
Taunton's College		August 2001 - June 2003
	- 2 A-Level A-C & 4 As-Level B to D	
Applemore College		August 1995 - June 2001
	- 12 GCSE's A-C, 1 GNVQ Distinction	

### **Hobbies & Pastimes**

Testwood Baptist Church & New Hope FC	August 2006 - Present
Waterside Gateway Club	August 1996 - Present

I volunteer at a club for adults with learning difficulties. On club nights, held fortnightly I help in a variety of activities from snooker to organising quiz nights.