

A well rounded designer with over 15 years experience and proven studio management skills. Of course, having an intimate knowledge of the software used in our industry, including InDesign, Illustrator and Photoshop, I've produced everything for all forms of print, from direct mail, both digital and litho to flexography, silk-screen and wide format inkjet. I've also been extensively involved in the production of Point of Sale material, exhibition stands, events, signage, vehicle wraps, stadium branding as well as traditional forms of print and design. In my time I have been fortunate enough to work on some of the biggest names around, such as Coca-Cola, Budweiser, Nestlé, Sainsbury's, Unilever and Danone.

ACHIEVEMENTS

While at university I entered the student award for the Society of Typographic Designers and was awarded licentiate membership, an honour only given to students who show exceptional typographic skills. I've been lucky to work on some big names and have delivered campaigns like "Active Kids" for Sainsbury's and the Leicester Square Underground station takeover for Harbin beer launch in the UK. While working as studio manager, I was responsible for a team of 12 designers and artworkers managing both their workloads and briefs and delivering design and artwork myself. More recently I art directed the Below The Line photoshoot from the Avios launch TV ad. This involved working closely not only with the photographer, but also the director and production crew to ensure that I managed to get the shots I needed without interrupting the tight, and somewhat organic, filming schedule. These images also formed the basis of the Avios brand launch material both on and off line.

AWARDS

2006 ISP Awards

Active Kids for Sainsbury's

Gold in the Integrated Communications category
Silver in the Retail category
Bronze in the Cause-related marketing category
Gold Audience Award (voted for by consumers).

Action Man A.T.O.M.

Highly commended Experiential Marketing Away from POP

CAREER

ART DIRECTION

DESIGN

ARTWORK

LINE MANAGEMENT

Avios Group Limited (formally Airmiles)

Senior Designer Print October 07 – Present

Having taken a 6 month maternity cover position initially as a creative artworker, a new position of designer was created for me at the end of the contract. Since then I have become a senior print designer and head up the offline team. As a senior designer and line manager, I have developed my small team from a junior creative artworker through to well rounded designer who is both creative and commercially aware. My team delivered all of Airmiles and Avios Direct Marketing and print needs while working with its partners British Airways, Lloyds TSB, Tesco and Shell. Also during the 2011 rebrand I was involved in the building of the brand guidelines and delivering the new company identity.

Working closely with our print management company, I was instrumental in taking Airmiles and Avios from generic litho DMs to highly personalised digital DMs and championed this throughout the business.

I frequently draw on my other skill sets and capabilities to help deliver customer experiences that are engaging. I also developed a complete PDF workflow that allowed visuals and designs to be marked up for amends and artwork to be signed off digitally. As content could be vast on some jobs with very tight deadlines, this workflow allowed multiple people to access and mark up simultaneously. It also allowed the campaign manager to collate all comments and agree or decline amends. This produced a paperless system that could track change requests to jobs and could be filed as required.

DESIGN

ARTWORK

Freelance

September 07

Working through agencies as a freelance creative artworker and designer. Companies included The London Transport Museum and PartyGaming.com

STUDIO MANAGEMENT

**Dynamo Marketing Communications
Studio Manager July 00 – August 07**

DESIGN

ARTWORK

As studio manager at Dynamo I was responsible for schedules and briefings for the 12+ art directors, designers, artworkers and print buyers as well as maintaining and improving procedures and processes, job quoting and external resources like freelancers and photoshoots. Working directly with the executive creative director and managing director I would allocate work throughout the team. I was also responsible for sign off of all artwork leaving the building and built strong relationships with printers and production companies. I would liaise with the campaign teams to ensure their deadlines matched what was achievable and their client expectations were managed. I would also take briefs directly from clients that I had worked with directly over the years within the group. It was here that I worked on award winning campaigns for Sainsbury's and Hasbro.

I joined the Dynamo group in 2000 as an artworker at TMG (Tactical Marketing Group). Over the next 3 years I worked my way up to production manager and finally studio manager. Whilst at TMG I worked within the visibility, signage and sponsorship area of marketing. It is here that I gained a wealth of experience in wide format printing, repro and signage. I headed up a small team of designers, artworkers and production workers producing everything from A6 flyers to 18m signs in-house. I was also involved with conference and exhibition design and artwork with TMG's sister company Tardis Media.

An opportunity opened up within another group company as a senior creative artworker in a larger team. It was with Generator Marketing Services that I gained my experience within SLP while bringing my expertise in signage and exhibition design. Again an opportunity arose as studio manager at Dynamo Marketing, the group's flagship company, for which I was head hunted. Here I was responsible for all creative services including scheduling of work for art directors, designers and artworkers and signing off all print artwork before leaving the building. Whilst working within the group I have worked on many Blue Chip clients and brands including:-

- Coca-Cola
- Strongbow
- McDonald's
- BAA
- Nestlé
- Scottish & Newcastle Retail
- Worthingtons
- Sainsbury's
- Carling
- Unilever
- Budweiser
- Danone

QUALIFICATIONS

1995

Licentiate Membership
Society of Typographic
Designers

1996

BA (Hons) Art, Design &
Media (Typography)

2005

ISP Diploma in
Promotional Marketing

INTERESTS

As a keen outdoors person I'm frequently looking for things to do in the countryside. I've spent a lot of time walking throughout the UK, skiing in Europe and in 2012 canoeing a chain of lakes in British Columbia, Canada. I'm an active member of the Sussex Bushcraft Group and have been building on my knowledge of outdoor living for a number of years, to the point that I have gained the nickname "Teddybear Grylls". I'm fortunate that my in-laws have a small holding stocking sheep and I can often be found helping around there or managing the small wood attached to it. It is from my love of the outdoors that I take a lot of the inspiration for my photography, but have been known to do the odd wedding for friends and family. From a schoolboy I've been a keen sailor and part own a small catamaran with a friend which we sail in the Solent.

REFERENCES

Available on request