

WORK HISTORY

Aug 2011 - Present (Full-time):

British Red Cross, Senior designer, redcross.org.uk

Currently I work in the charitable sector as part of a small team at the British Red Cross. I have worked on a range of projects across all departments within the organisation. I have worked on large-scale exhibition design for fundraising, as art editor for our bi-monthly magazine and on an awareness campaign for the international family tracing department. I also regularly produce advertising, web visuals, email templates and other literature.

I am responsible for creating and presenting concepts, research, visualising ideas, layout, artworking files for print, checking printer proofs, ensuring delivery of material on time and organising, briefing and art directing photoshoots. I have been responsible for timetabling and getting quotes from suppliers. I also ensure other departments adhere to the British Red Cross brand guidelines and, when needed, review and update the guidelines.

I have recently completed two courses for the Adobe Digital Publishing Suite so I can create digital magazines and promotional material for mobile and tablet devices. I have produced an Introduction to the British Red Cross piece for tablets that can be distributed charity wide to all staff and volunteers. This is currently being expanded into a more detailed and interactive piece that can be used to encourage donations and contracts.

Sept 2010 - Jul 2011 (Full-time):

Whippet, London, Middleweight designer, whippet.co.uk

At this commercial and retail based agency, I worked on trade show accounts such as the London Book Fair and World Travel Market. I also worked within strict brand guidelines for big brands like Tesco and Australia's Coles supermarket.

Oct 2007 - Aug 2010 (Full-time):

Cog Design, London, Designer, cogdesign.com

Shortly after graduating I started work with Cog Design, who specialise in design for the cultural and heritage sector. At this agency I was involved in branding projects for the Incorporated Society of Musicians and The Beany and exhibition design for Brent Museum. I worked on museum advertising for shows including *Jack the Ripper* at the Museum of London, *Evolving English* at the British Library and *Skeletons* at the Wellcome Collection.

I also had the opportunity to work with some other amazing clients including South London Gallery, the Roundhouse and Thames Festival.

Sept-Oct 2007 (3 week internship): Futerra Sustainable Communications, London, futerra.co.uk

Aug-Sept 2007 (1 month internship): thehouse, Bath, thehouse.co.uk

July-Aug 2007 (1 month internship): The Partners, London, thepartners.co.uk

May-June 2006 (2 week internship): The Team, London, theteam.co.uk

March 2006 (1 week internship): Blue Marlin Brand Design, Bath, bluemarlinbd.com

RECENT FREELANCE WORK

May 2015

Art Map London - artmaplondon.com

After winning an open call pitch competition, I designed and produced Art Map London's gallery guide.

CV CONTINUED>

EDUCATION

Bath Spa University (Sept 2004 - Jul 2007):
Graduated with a bachelor's degree (BA (Hons)) in
Graphic Communication, degree class: 2:1. My dissertation title
was 'Women: Image and perception in Western society'.

Kent Institute of Art, Maidstone (now University of Creative Arts)
(Sept 2003 - Jul 2004): Distinction in Foundation Studies in Art
and Design (specialism Graphics) and a pass in Advanced Certificate
in Graphic Crafts.

Hertswood School (-2003):
A level: A in Fine Art, B in Product Design/Graphic Design
and C in Biology
AS level: B in Media Studies
GCSE: 3 A*, 5 As, 1 B and 1 C

AWARDS

2013 report and accounts
Winner of the PWC Building Public Trust Awards 2014 for
'Excellence in Reporting' in Charities

RELEVANT SKILLS AND KNOWLEDGE

Sketching ideas
Researching
Story boarding
Layout
Art direction
Branding
Typography
Retouching images
Manual and digital photography
Creating website visuals
Designing wire-frames
Setting timetables and managing design budgets

I have advanced knowledge of:

- > Adobe CS6 creative suite including InDesign, Photoshop, Illustrator
- > Acrobat Professional (including interactive and accessible PDFs)
- > InCopy
- > Fireworks
- > Adobe Digital Publishing Suite
- > MS Office, including Powerpoint

Working knowledge of:

- > Adobe Dreamweaver (html)
- > Adobe Flash
- > After Effects
- > Final Cut Pro
- > Fontographer
- > QuarkXPress

Professional external training:

Adobe Digital Publishing Suite - Certitec 2014 and 2015
InCopy training - Certitec 2013
Accessible PDF training - Transmedia 2013

PERSONAL INTERESTS

Pottery class, art exhibitions, movies, plays and a bit of pilates.

REFERENCES

Bryan Meredith
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