

## **CONTACT DETAILS:**

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## INTRODUCTION

I'm a Creative individual who has been working in the industry for 20 years. Starting off as a Junior Artworker I learned quickly from those around me and with hard work I progressed my career to where I would be managing teams and overseeing projects. My 'can-do' attitude makes sure that projects both large and small get completed on time and to the highest standards. I work extremely well within creative environments and ensure whoever I work with are supported and encouraged in their daily routines.

Offering great all-round abilities with an eye for layout and typography, I strive to ensure work is on brand and approved before leaving the office. With an excellent knowledge of print processes, my experience has ranged from creating ATL, BTL, DM, toolkits, brochures, POS and large format print for exhibition spaces as well as working on digital projects such as building and amending homepages, social posts, out door digital media sites, image sizing and formatting.

Another attribute that I have, is the ability to illustrate which has been utilised on a number projects for Virgin Active, Wacom, Fruitshoot as well as childrens books, earning myself awards along the way.

## WORK

### January 2018 - April 2018: Whitelabel UK, London

**Creative Services Manager:** Taking on the responsibilities of managing a small design studio, my main responsibilities are to liaise with the Creative Director and account teams regarding future and ongoing projects, ensure all work is scheduled in and quoted correctly, having daily catch-ups with our Chicago office to discuss client projects.

Part of my daily routine is to source the best print costs for campaigns, find the right freelance resource from creatives to copy writers as well as attending planning meetings for upcoming projects. I also brought in new processes to help make the studio run more efficiently from sign off procedures to refining the creative and design briefs. I also check over all final artwork before it leaves the studio to ensure its on brand, the content is correct and set properly.

### June 2010 - December 2017: iris Worldwide, London

**Artwork Studio Manager:** When I took on this role as manager of the artwork studio, one of my first tasks was to re-organise the department into a more streamlined production unit, utilising each team members unique skill sets. This has seen a rise in productivity and efficiency making the artwork studio one of the more profitable parts of the agency, while still maintaining the high standards we have come to pride ourselves on.

I am required to scope out timings for jobs and offer more efficient or cost effective ways of printing as well as checking for consistency and compliance with brand guidelines. Other responsibilities include organising systems and processes for maximum work flow and educating team members on best practice. On a daily basis I am briefing each artworker on their assigned task and having regular updates during the course of the project.

### July 2007 - June 2010: iris Worldwide, London

**Senior Creative Artworker:** As part of the senior team, I was made key brand guardian for the company's main client Sony Ericsson. One of my assigned tasks was checking work and assets supplied from other agencies as well as approving campaigns when leaving the studio. I was responsible for maintaining the artwork server and brand assets library and worked on large format prints for worldwide events to smaller packaging pieces with intricate assembly. I have an excellent understanding of advertising and marketing workflow, from concept stage through to print production.

### October 2005 - July 2007: iris Worldwide, London

**Creative Artworker:** Producing creative solutions in artworking across a wide selection of projects, ranging from multiple element compositions to visualising and creating print ready artwork from scamps and rough visuals. Good use of typography and layout skills with an eye for detail and accuracy.

### February 2000 - October 2005: and advertising, London

**Designer/Creative Artworker:** Working to tight deadlines for an advertising agency specialising in recruitment. Worked on various client projects from designing and artworking press, brochures and other DM material. Proof reading and layout design, preparing and uploading PDF's via FTP or ISDN and liaising with the press house to ensure correct profiles were being used.

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## EXPERIENCE

### 1999 - Newsquest press house

A great opportunity to get some experience at working in a newspaper environment. The tasks involved collating advertisements for their scheduled insertion, prepping the newspaper spreads and supplements to be sent down to press. Liaising with other departments to ensure publication deadlines were being met.

### 1999 - EMF Publishing

Designing spreads for magazines specialising in Dolls and Teddy bears. Other responsibilities were scanning in photos and retouching, as well as prepping the magazine to go to print.

### 1998 - RPM Reprographics

First real job in the industry, working for a print house, learning all the various print processes and procedures. Artworking leaflets, stationary, and brochures.

## SKILLS

- Managing people and workflows efficiently, always striving to find the best solution possible
- Skilled in programs such as Adobe Photoshop, Illustrator and InDesign
- Understanding and adhering to brand guidelines
- Working from scraps and/or generating original ideas
- Delivering artwork of the highest quality across all forms of print activity
- Excellent knowledge of the print process and working with cutter guides, spot colours and bespoke finishes

## EDUCATION

1997 - 1998 - CCTA, South Wales - Design and Illustration, BA Hon's - 2:2

1995 - 1997 - CCTA, South Wales - Wildlife Illustration, HND - Merit

1992 - 1994 - Northbrook College, Sussex - Graphic Design, ND - Merit

## BRAND EXPERIENCE

SAMSUNG | MINI | SHELL | BRITVIC | SONY ERICSSON | SONY MOBILE | SONY | GUINNESS | JACK DANIEL'S | BARCLAYCARD | BARCLAYS | VW | DISNEY | MONARCH | ORANGE | ADIDAS | LEVI'S | PRET A MANGER | EAT | ITV | WICKES | DOMINO'S | VIRGIN ACTIVE | NESTLE | UNILEVER |

## PERSONAL STATEMENT

In my spare time I work as a children's book illustrator, having recently completed a project for Virgin Active as well as a children's fantasy book for an author in America. When I can I like to surround myself with popular culture, enjoying the theatre, exhibitions and cinema. I love eating out and like to try out new and interesting restaurants; meaning that I pretty much have to go to for a run on a regular basis.