

## PERSONAL

LOCATION: London, UK  
NATIONALITY: British  
D.O.B: 1980  
LANGUAGES: English (native), basic skills in German & French.

## EDUCATION

A LEVEL GRAPHIC & ADVERTISING DESIGN		2008
ART, ARCHITECTURE & INTERIOR DESIGN BA (HONS)		2005
A LEVEL INTERIOR DESIGN		2001
DIGITAL MEDIA DIPLOMA ( <i>incl. Photography, Media, Design &amp; IT</i> )		2001
A LEVEL VISUAL & INTERIOR DESIGN & DISPLAY		2000
A LEVEL MEDIA ( <i>incl. Photography, Design &amp; IT</i> )		1998
A LEVEL COMMUNICATIONS		1998
10 GCSE'S ( <i>incl. Photography, Art, Media, IT &amp; Design</i> )		1996

## LOOKING FOR:

Permanent, contract or freelance roles within London & the South East.

## REFERENCES:

Available upon request

## ABOUT ME

I've always been passionate about the creative arts & tried to turn my hand to as many different projects & sectors as I can.

I believe all experience is good experience & having such a wide knowledge of many areas makes me easily adaptable to any project. I have plenty of experience with design, from branding, graphic & print design to visual merchandising & interior design.

I currently work on PC's, but have worked on Mac's in the past. I have several years' experience in branding & marketing, from company stationary to using blogs & social networking.

I also have experience in event and exhibition stand design, licensed products & merchandising. I often get a lot of work through word of mouth & my ever growing portfolio.

I'm looking for more work within the visual merchandising & graphics sectors, my recent work mainly consists of design & management of visual branding for clients. I've had experience in styling & managing photo shoots, designing & creating seasonal catalogues & magazine adverts, the design & merchandise trade shows stands, designing licensed products & packaging, creating & maintaining all marketing online via social networking sites, manipulating & retouching of model shots, creating company stationary from logos, letter heads, to promotional cds & advertising.

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## EMPLOYMENT

### CREATIVE DESIGNER

FREELANCE | FEB '13 – TO DATE

*I have worked within fashion, media, retail, events, corporate, advertising & marketing, remotely with clients globally and locally in office. I have experience in branding, print and digital design. Recent clients include Global Prime Partners, British Dental Association, Kitchencraft, Ten Cent Adventures, Filofax, Crescent Moon, among many more.*

### CREATIVE & MARKETING MANAGER

SPIRAL DIRECT | JAN '08 – JAN '13

*I was responsible for all visual branding of the company, covering print and digital design, including styling of seasonal shoots, trade shows & wholesaler merchandising. Role included managing 2 other staff within the creative team; web designer & artworker.*

### CREATIVE MANAGER, PLATINUM PROPERTY

PLATINUM PROPERTY | DEC '05 – DEC '07

*I was responsible for all visual branding of the company, covering print and digital design, including advertising, property management & interior design.*

### VISUAL MERCHANDISING MANAGER

MYLA - LGC - ACUPUNCTURE - MUJI | AUG '98 – NOV '05

*I have worked within fashion, homewares, footwear & lingerie, for high street & luxury retailers. I was responsible for design & installation of all in-store & window merchandising & displays, including signage & POS. Role included training, management & supervision of staff from all stores within the company, UK & Worldwide.*

## SKILLS

I have extensive knowledge & experience with computers (both PC & Mac).

## PROGRAMS

Photoshop CC, InDesign CC, Illustrator CC, Wordpress, Microsoft Office/Windows (Outlook, Word, Excel and PowerPoint), basic knowledge in Html, Dreamweaver, Premiere & SketchUp

## GRAPHIC DESIGN/ARTWORK

Creating or working with brand guidelines, providing or responding to art direction, devising layouts & designs for print & digital formats, large scale graphics, press & outdoor ads, posters, window vinyls, visual merchandising, prop sourcing, packaging, signage, POS, proof reading, copy writing, researching, idea generation, photo manipulation & retouching,

## INTERESTS

- I enjoy art, crafts, travel, music, architecture, film, animals & interior design.
- I believe I am reliable, easily adaptable, organised, methodical, innovative, creative, hardworking & a fast learner
- I enjoy meeting new people & get on well with both my peers & superiors
- I work well both in teams & individually

## PORTFOLIO:

Samples attached in the following pages, full range can be viewed on my website by clicking the link below.

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# GRAPHIC DESIGN | ARTWORK | PHOTOGRAPHY | MARKETING

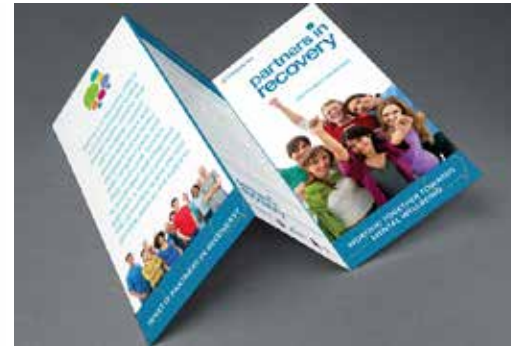
Logos - Brochures - Catalogues - Page Layouts - Magazine & Newspaper Adverts - Packaging & Products - Licensed Products - Image Manipulation & Retouching - Ebook Covers - Letterhead & Stationary - Posters - Postcards & Flyers - Static Web Images & Banners - Car/Window Vinyls - Clothing - Exhibition Stands - Promotional Material - Webpages & Social Media - Project Management - People - Wildlife - Places - Image Manipulation & Retouching - Shoot Styling & Management - Project Design & Management - Branding - Social Networking - Stationary - Copy Writing



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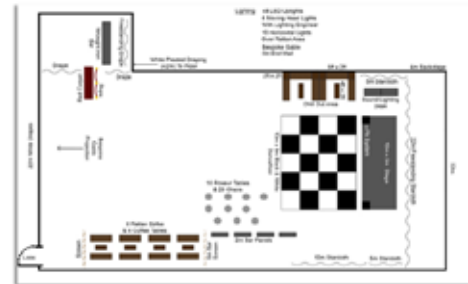
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# INTERIOR DESIGN | VISUAL MERCHANDISING

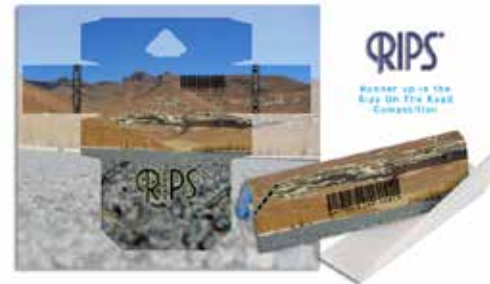
Floorplans - Colour Schemes - Perspective Drawings - Elevations - Moodboards - POS - Signage - Promotional Material - Display Coordination - Window Displays - In-store Merchandising - Trade Stands - Visual Training - Project Management - Staff Management



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