



PERSONAL

WORKING NAME: Saffron Ward **LANGUAGES:** Fluent English (Native)
Intermediate German
Basic French

MARRIED NAME: Lanser

LOCATION: London, UK **LOOKING FOR:** Perm, contract or freelance
roles within London & the South
East.

NATIONALITY: British/Irish

D.O.B: 1980 **REFERENCES:** Available on request

EDUCATION

BA (HONS)
Art, Architecture & Interior Design

A LEVELS
Graphic & Advertising Design | Interior Design & DIPLOMA Digital Media (Incl. Photography,
Media, Design & IT) | Visual & Interior Design & Display | Media (Incl. Photography, Design & IT)
Communications (Incl. Marketing)

10 GCSE'S
(incl. Photography, Art, Media, IT & Design)

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 styling.

I work on a PC but have worked on Mac's in the past. I have several years' experience in branding & marketing, from company stationary to 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 work within the branding, graphics & visual styling 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, design & merchandise trade shows stand's, 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.

E: contact@saffron-ward.com

W: www.saffron-ward.com



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), intermediate knowledge in After Effects CC & Premiere CC, basic knowledge in Html & Dreamweaver.

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 vinyl's, visual merchandising, prop sourcing, packaging, signage, POS, proof reading, copy writing, researching, idea generation, photo manipulation & retouching.

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 | '08 - '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 | '05 - '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 - LIZ CLAIBORNE - MUJI | '98 - '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.

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INTERESTS

I enjoy art, crafts, travel, music, architecture, film, animals & interior design.

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.



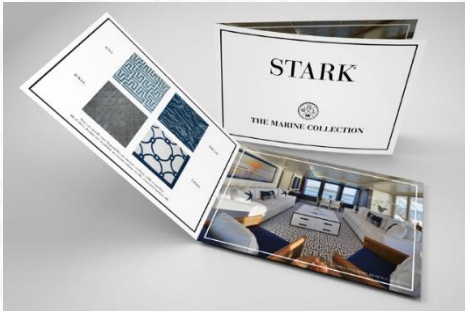
PORTFOLIO

A few samples have been included, the full range can be viewed on my website.



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