

personal details

- **D.O.B:** 27-10-1975
- **Address:** 5a Lime Hill Road
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- **Driving:** Full UK licence, Own vehicle.

education

- **1997 - 1998**
School of Sound Recording, Manchester
Dip. Audio Engineering Techniques (With Distinction)
- **1992 - 1995**
Ridge Danyers College, Cheshire
A Level: Physics, Maths, Design & Communication.
- **1987 - 1992**
Marple Hall School, Cheshire
GCSE: Maths, English, Co-Ordinated Science, CDT, Art, Business Studies, French.

employment history

• 2005 - Present

Freelance Mac Designer **McCann Erickson, Manchester**

Working both autonomously and collectively, I have been involved in all stages of the creative process, from concept to production. From scamps and style guides, I have been able to produce finished artwork quickly, aided by my visualisation skills and my knowledge of repro and print processes. I have developed my teamwork and leadership skills by coordinating various Creatives, Copywriters, Artists, Buyers, Photographers and Administrators. Being involved with an extensive collection of high street brands, has given me the opportunity to learn from a number of experienced industry professionals. The role has also relied heavily on my typographical skills, using both Quark and InDesign I have designed a range of brochures, press campaigns and informative leaflets for a number of high profile Clients.

• 2004 - Present

Freelance Mac Designer **3rd Butcher Marketing, Cheshire**

As part of a highly motivated Creative Department, I liased closely with experienced Creative Directors on both new and established Clients. I was involved in successfully branding and rebranding numerous products by, amongst other things, interpreting market research studies. My ability and willingness to meet deadlines allowed me to gain experience in a number of roles within the Creative Team. In addition to developing my teamwork skills, this has allowed me further insight into the creative process and the opportunity to develop my communication skills. I was able to improve my web design skills by using both Dreamweaver and Flash, as well as further developing my Illustrator and Photoshop abilities.

• 2002 - 2004

Mac Designer **Deltaprint, Cheshire**

I was responsible for designing a number of Corporate IDs, advertising, brochures and other printed literature for around 50 middleweight Clients. By liasing directly with Clients, Suppliers and Print Staff, I developed a streamlined approach to preparing artwork for press and ensured consistent quality of production. I also successfully rebranded Deltaprint and launched an advertising campaign (including radio advertising), which attracted a number of new Clients to the Company.

• 2000 - 2002

Graphic Designer **Course Consultant** **School of Sound Recording, Manchester**

I played a major role in redeveloping the market prescence of this 20 year old company and increasing it's subscription by over 500%. This included updating the existing Corporate ID as well as introducing various sub-brands. All printed media - including internal forms, DM, advertising and online presence were all updated. My concepts and style guidelines are still in use. As a Course Consultant I wrote and managed programmes for nearly 200 students and coordinated up to 30 staff.

• 1998 - 2000

Lecturer - Audio Engineering **Course Leader** **School of Sound Recording, Manchester**

• 1995 - 1997

Assistant Recording Engineer **Artists Development** **Pete Waterman Limited, Manchester /** **Moonraker Studios, Manchester**

other skills

- **Applications:**

Adobe Illustrator > CS2
Adobe Photoshop > CS2
Quark Xpress > 6
Adobe InDesign CS2
Macromedia Dreamweaver MX
Macromedia Freehand > MX
Macromedia Flash > MX
Macromedia Fireworks > MX
Microsoft Office
Corel Bryce > 6

- **Platforms:**

Mac OS9
Mac OSX
Windows 2000
Windows XP

- **Interests & Hobbies:**

Music - listening & producing
Photography
Sailing
Driving
Socialising
Cinema
Cycling
Swimming
Karate

references

References are available upon request.