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London / Kent

PROFILE

A versatile and highly motivated **Senior Graphic Designer** with 18+ years' integrated experience covering digital and print disciplines, has a unique blend of skills within art direction including branding, web design and creative project management. Extremely skilled in delivering innovative design solutions that "push the envelope" and evoke emotion, delivering on time, within budget by looking at the big picture, meeting the demands of the client's projects and the business as a whole.

SKILLS

Adobe Illustrator / Adobe Photoshop / Adobe InDesign / Mail Chimp / Word Press
Corel Draw / CMS/ CSS / HTML / Vegas Pro / Sound Forge / Microsoft Office

EXPERTISE

- Branding
- Art Direction
- UX/UI Design
- Graphic Design
- Web Design
- Packaging Design
- Corporate Visual Identity
- Visual Communication
- Design Strategy
- Creative Consultancy
- Concept Development
- Email Marketing Campaign

2007– PRESENT

Logobou / Norway / United Kingdom / Freelance Graphic Designer

Working directly with the clients and their teams to develop a cutting-edge design solutions. Directing and producing corporate and commercial content using different styles and disciplines. Authoring sales-winning tender documents and proposals to maximise new client on-boarding. Performing in-depth research and trend analysis to identify the most suitable styles for each project. Harmonising branding goals to deliver highly effective branding outcomes that align with clients' wider business plans. Collaborating with external teams, including creative designers and illustrators to deliver as per clients' requirements. Developing long-standing relationships with clients to ensure smooth communication throughout the project.

2015 – 2017

Sports Directory / Dartford, United Kingdom / Senior Graphic Designer

Played a pivotal role in creating and launching innovative corporate visual identity for Sports Directory. Led full rebranding programme across all customer touch points, including web and offline channels. Re-developed marketing collateral, including advertising and magazine layouts that resonate with target markets. Ensured that all designs are consistent with Sports Directory's new corporate identity and branding guidelines. Carried all new branding across multiple social media channels and email marketing campaigns. Oversaw design of two 400-page annual catalogues ensuring all designs are reader-friendly. Managed end-to-end rebranding for Albion and Educate 123 both Sports Directory subsidiaries. Supervised a photo shoot for the Albion sports equipment.

2005 – 2007 **BMS Solutions** / Senior Graphic Designer

Led a dedicated designers team within BMS Solutions' marketing department. Managed client expectations on projects for Intel, Acer, Dell, Asus and IBM always aligning with branding guidelines. Created vibrant design solutions for use in catalogues and newspapers that captured the demands of the market. Achieved positive business relationships and design outcomes by balancing client "needs" and "wants". Managed client relationships on multiple design projects simultaneously by always exceeding expectations. Drove revenue growth by developing marketing collateral across a wide range of marketing campaigns. Collaborated with clients' Commercial and Marketing Management teams to ensure timely project delivery.

2003 – 2005 **Creos Design Studio** / Senior Graphic Designer

Led creative team overseeing key elements of the creative process from brainstorming to project completion. Created conceptual artwork for key advertising campaigns and presented ideas to clients and management. Took ownership of development and production of marketing collateral for use in various campaigns. Developed design-rich and vibrant designs that enabled clients' customers to engage with the clients' brands. Established positive professional relationships with print vendors and 3rd parties involved in the production.

2001 – 2003 **PCA Marketing Group** / Graphic Designer

Collaborated with fashion and clothing brands to create imagery that aligned with their brand guidelines. Ensured that design style and language were cohesive and were carried across all marketing channels. Organised and supervised photo-shoots, worked effectively with photographers and models.

1999 – 2001 **Simonis Advertising** / Graphic Designer

Created professional promotional materials including brochures, posters and magazine. Worked hard to establish and develop win-win relationships with clients to gain repeat business.

EDUCATION

1995 – 1999 **Bachelor's Graphic Design Degree** – Academy of Arts

1987 – 1991 Diploma of Art – Art School

1982 – 1993 A-Level & GCSE Equivalent High School Certificates

HOBBIES

An active person with a love of the outdoors, particularly kite surfing, skiing & biking