



Recent highlights

Medical backgrounders Ogilvy Health PR
Press briefing materials for the latest pharmaceutical releases

25th Anniversary Report for Westminster Industry Group
Annual report and anniversary review for public/private liaison group

Design Guide Royal Parks
Booklet and quick reference guide for parks employees.

Expertise

Healthcare. Public Sector. Corporate Communications. Trade publishing.
Print design. Artworking. Typography. Composition. Interface design
Print production. Art direction. Marketing. Copy writing.
Scheduling. Team management. Budget control.

Software Skills

- Adobe InDesign CS 5
- Adobe Acrobat Pro
- Microsoft Office 2011
- Adobe Illustrator CS 5
- Adobe Photoshop CS 5
- QuarkXPress 7.31

I am comfortable with all major software interfaces and able to quickly adjust to new packages

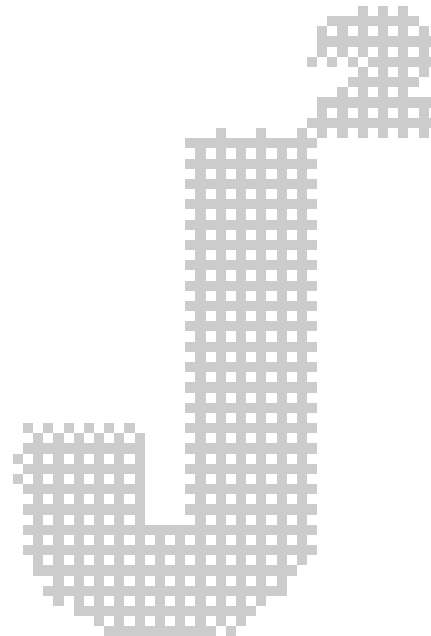
Qualities

Self motivated problem solver
Inate sense of curiosity.
Clear design eye producing concise, relevant ideas with their own personality.
Excited by new situations and people.

Qualifications

BA (Hons) Graphic Information Design *Harrow College of Art, London 1986-1989*

Secondary Education *The Judd School, Tonbridge, Kent*
3 A levels, 1 AO level, 10 O levels





References on request

Date Work

- 2009-2011 **Communications Design**
Integrated media. Managing and designing campaigns across web, email and social media. HIGHLIGHT **Ogilvy PR medical backgrounders** - Information graphics communicating medical facts to lay journalists.
- 2005-2009 **J2 Design**
Self employed. Clients in publishing, corporate branding, NHS and PR. HIGHLIGHT **Institute of Cancer Research Annual Research Review** - Presenting technical articles in a readable way.
- 2004-2005 **Travelling the World**
South America, Melbourne, SouthEast Asia, Cape Town.
- 2002-2003 **Design Manager** *B T Batsford, Chrysalis Books, London*
Design and imprint management, on contract for a major adult reference publisher.
- 2002-2004 **Freelance Designer**
Clients in publishing, charities, business to business
HIGHLIGHT **Macmillan ELT** - Design and direction of two English language courses for Latin America.
- 2000-2002 **Senior Designer/Creative Head** *Inner Circle Services, London,*
Project management of corporate design. Clients including Hewlett-Packard, London Electricity, Capital Radio.
HIGHLIGHT **No Smoking Day 2002** - Multi-media charity campaign. Their most successful for years.
- 1999-2000 **Freelance Designer**
Headline, Macmillan and Orion publishers. Oberon Books, Methuen, and Citron Press. Tesco magazines for Forward.
HIGHLIGHT **Citron Press** - On demand digital publisher. designing covers to a Pentagram brand style.
- 1995-1999 **Senior Designer** *Head Design, London*
Trade list book covers for Headline Book Publishing.
HIGHLIGHT **Dean Koontz** - Packaging "The New Steven King" in a bold, abstract style.
- 1989-1995 **Designer/Senior Designer** *HarperCollins Publishing, London*
Book cover design from concept through to press. Design Manager for HarperCollins Religious imprint.
HIGHLIGHT **Wild Swans** - Cover design still in use after many reprints.

Development

- Integrated media. Healthcare. Communications and membership development.
- Pharmaceutical PR. Brand design. Annual reports. Corporate identity.
- Spanish, scuba diving, Vespa driving, chilli tolerance.
- Adult reference market,
- PDF workflow. Team leadership and co-ordination. Project management.
- Client and account management. Corporate branding. Event and exhibition design. Multi-media design. Interface design. Flash, e-commerce, digital design.
- Integrated books. Magazine design, contract publishing.
- Mass market cover design. Selling into supermarkets. Art direction.
- Team management. Liaising with editorial, sales and marketing departments. Print production.

