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## Personal Profile

23, Creative designer based in London, graduated from Kingston University. I have 2 years industry experience with design companies such as Ranch, The Partners, Pentagram, Red Stone and Williams Murray Hamm. I am extremely ambitious and passionate, I maintain a focused & dedicated frame of mind when working. I pride myself on my project management and communication skills. My self-discipline and motivation guarantee I work well on my own initiative, in a team and under pressure to meet tight deadlines. My core skills and areas of interest lie in ideas and concept development, typography, art direction and photography. I have a keen eye for detail and exceptional art working skills, I specialise in design for print and have a huge appreciation for 3D and digital. Advanced skills in Adobe CS4 and working knowledge of Flash, Dreamweaver and Final Cut. Outside of work, I have a passion for taekwondo and roller skating. I regularly visit galleries, design exhibitions and enjoy reading and socialising.

## Education & Qualifications

2004 - 2007 **Kingston University**\_ BA Honors Graphic Design.

2002 - 2004 **Uxbridge College**\_ Distinction grade B-Tec National Diploma Graphic Design.

1997 - 2001 **Mellow Lane High School**\_ Ten GCSE's including Maths and English.

## Achievements

**Icon Competition**\_ In Feb. 2008 I was short listed out of 600 for the design of a logo. My work was then featured in an exhibition in Old Street.

**D&AD Student Awards**\_ My typographic horror posters were short listed and entered into the D&AD student annual 2007.

**Shanghai EXPO 2010**\_ I was selected for a live project in Shanghai during summer 2007, to help design and interpret the theme of 'Better City, Better Life' for a floor surface of 10,000 sq.m.

**M50 Exhibition**\_ In Shanghai I participated in an exhibition at M50 (Suzhou Creek). It was a one night only event and I designed the poster, leaflet and exhibition signage.

**Kingston University Degree show**\_ I helped design and develop the identity for the degree show in 2006, which consisted of a DVD, poster, website, press ad and leaflet. Artwork was also used on the prospectus.

**San Francisco**\_ In March 2006 I visited five design and advertising companies in the USA. I was able to explore the studios and get a great insight into the ethos of and design principles of agencies such as Cahan Associates.

**MAD Ideas**\_ As part of a group my idea was short listed for a cash prize of £5000, and we were given a place on an entrepreneurship workshop in 2007.

**Advertising workshop**\_ In 2005 I was one of 20 students that under went a six week workshop with Dave Trott from WTCS.

**Poster design**\_ In 2004 my design concept was chosen for the Uxbridge College end of year show.

**Final major project**\_ In 2004 I was interviewed by the Hillingdon Gazette for my end of year project.

**Tae kwon do**\_ Since the age of six I have been studying the martial art. In 2002 I received my black belt and became a 1st Dan grade.

## Work Experience & Employment

**Lulu & Red**\_ *November 2008 -*

I am currently working part time for Lulu & Red managing the design of their new website.

**Red Stone**\_ *September - October 2008*

Freelance Designer. I worked on two specific branding projects, creating logo's and printed publications.

**Ranch**\_ *March - September 2008*

Paul Jenkins the creative director offered me a three month internship. I worked a further 3 months freelance.

**Williams Murray Hamm**\_ *February - March 2008*

During my time at University I was set a brief by Garrick Hamm the creative director at WMH to design the brand identity and packaging for a natural drinks company. Working alongside Garrick I was able to gain an in depth understanding of how to produce a conceptually strong, but simple idea that can have huge campaign ability across different medias. In Feb. 2008 I was asked back for a further month work placement.

**The Partners**\_ *January - February 2008*

Work placement.

**Turner Broadcasting**\_ *September - December 2007*

Freelance designer.

**Lulu & Red**\_ *July - September 2007*

After graduating I began working with Julian Dominique at Lulu & Red, a women's clothing label. My job role was freelance designer. This gave me a huge first hand insight into the retail and the fashion industry. I worked at trade shows in London and designed prints for clothing. I developed a keen eye for design and fashion. While at Lulu & Red I designed the logo for their new label Lily Kitten and worked on all the necessary design i.e. Trade show invitations, bags, stationery and websites.

**Shanghai EXPO 2010**\_ *June - July 2007*

As part of a group I was selected by Kingston University to travel to Shanghai to work on a proposal for the Shanghai Expo 2010. This was a live project and a collaboration with Shanghai University College of Fine Arts. While in Shanghai I gave a lecture on my work to BA & MA artists and designers.

**Wolff Olins**\_ *May 2007*

I was set a two week brief by Wolff Olins to compile the research and develop a concept that would change people's attitude and individual behaviour towards reducing their carbon footprint. Working with the creative director and two other designers, I received critical feedback on how I could further the project and develop the concept.

**Pentagram**\_ *April 2007*

Domenic Lippa, the co-founder of Lippa Pearce, set a brief to design the format and typographic layout for the 15th issue of the Typographic Circle magazine called 'Circular'. Over the course of two weeks I designed the format for the magazine and the spreads for three of the articles contained.

## References\*

\*Paul Jenkins\_ Creative Director at Ranch Design\_ [paul@ranchdesign.co.uk](mailto:paul@ranchdesign.co.uk)

\*Julian Dominique\_ Managing Director at Lulu & Red\_ [jd@lulu-red.com](mailto:jd@lulu-red.com)

\*Mike Bond\_ Course Tutor at Kingston University\_ [m.bond@kingston.ac.uk](mailto:m.bond@kingston.ac.uk)