



+44 (0)78 6865 9194
kalvyn_ffrench-james@hotmail.com
www.kalvynffrenchjames.com

Personal Profile

Creative designer based in West London. I believe that my ideas and skills lend themselves well to various forms of design i.e. Print, digital and moving image. I solve problems creatively with ideas and tangible thoughts that come together to communicate clear messages. Extremely ambitious and passionate, I maintain a focused and dedicated frame of mind, priding myself on my creativity, attention to detail and organisation. My self-discipline and motivation ensure I work well on my own initiative, in a team and under pressure to meet tight deadlines. Specialising in concept development, design for brand identities, typography and art direction. I have advanced skills in Adobe Illustrator, InDesign and Photoshop, a working knowledge of Flash, Dreamweaver, HTML and Final Cut. I am eager to learn and collaborate with like-minded individuals.

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 Eye_ In February 2008 my logo was one of ten shortlisted out of 600. The entries were exhibited in the Dreamspace Gallery, Old Street.

D&AD Student Awards 07_ Typographic horror posters shortlisted and entered into the D&AD student annual.

Shanghai EXPO 2010_ Working alongside students at Shanghai University I helped 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, I designed the poster, invites and exhibition signage based on the idea that '2 had become 1'.

Kingston University Degree show_ I designed the identity for the degree show 2006. Consisting of a DVD invitation, poster, website, press ad and flyer. The artwork was used on the university prospectus.

San Francisco_ In March 2006 I visited five design and advertising companies in the USA. This gave me great insight into studio culture and the ethos of design agencies such as Cahan Associates.

MAD Ideas_ As part of a group my idea was shortlisted for a cash prize of £5000. As a result I was given a place on an entrepreneurship workshop in 2007.

Advertising workshop_ In 2005 I was 1 of 20 students that under went a 6 week workshop with Dave Trott from advertising agency WTCS.

Poster Competition_ In 2004 my concept was chosen for the Uxbridge College end of year show.

Final major project_ In 2004 Hillingdon Gazette interviewed me for my end of year project.

Tae kwon do_ I began studying the martial art age 6. In 2002 I received my 1st Dan black belt.

Work Experience & Employment

S1 Design_ *December 2009 - December 2010*

Junior creative designer.

Lulu & Red_ *November 2008 - August 2009*

Freelance work 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*

I began working at Ranch on a 3 month internship. I worked a further 3 months freelance.

Williams Murray Hamm_ *February - March 2008*

Work placement.

The Partners_ *January - February 2008*

Work placement.

Turner Broadcasting_ *September - December 2007*

During my time at Turner I held a freelance position creating advertising and marketing material for their various television channels.

Lulu & Red_ *July - September 2007*

After graduating I began working with Lulu & Red, a women's clothing label. While at Lulu & Red I created a logo for their new label Lily Kitten, designed prints for clothing and produced all the marketing materials i.e. Trade show invitations, bags, stationery and websites. I developed a keen eye for visual merchandising.

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*

Work placement while partaking on a D&AD workshop.

Pentagram_ *April 2007*

Work placement while partaking on a D&AD workshop.

References*

* Can be supplied upon request.