



Skills and software

I'm renowned for my eye for detail and strong retouching, typography and layout skills.

I have an excellent knowledge of print and finishing techniques and product packaging regulations, as well as being a pretty handy proofreader. I'm efficient, organised, logical and methodical in my approach to working on large projects.

I also offer photography, videography and I'm a licensed drone pilot.

The fullness of each of the circles below is an indicator of how accomplished I am in each application currently, but I'm always learning!



Education and achievements

Alice Ottley School, Worcester

Pershore High School – 8 GCSEs

Herefordshire College of Art & Design – Foundation Course

Evesham College – HTML Programming

Awarded First Place in the Classic Car Weekly Club Magazine Awards for The 1100 Club's "Idle Chatter"

References

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Additional references available on request.

About me

If you're looking for a creative artworker with a meticulous eye for detail, look no further! With over 32 years of experience, I've picked up a trick or two along the way.

Starting my career back in the days of a drawing board and scalpel, I've worked for design agencies, printers, publishers and myself for a wide range of industries, latterly specialising in leisure and retail – these days using a Mac!

I'm equally at home freelancing either onsite or remotely, or working directly with clients and third party consultants and mentors.

On a personal note, I love my cats and enjoy DIY (particularly woodwork), driving, live music, kite flying, pottery, gardening and travel.

Experience

January 2014 – present

Freelance Creative Artworker and Graphic Designer

The majority of my work is servicing direct clients and consultants, I'm also available for freelance opportunities, remotely or onsite.

Recent projects include: brochures, menus, logos and branding, packaging, flyers, posters, stationery, signage, digital signage, online graphics, interactive PDFs, vehicle liveries, uniforms, wristbands, exhibition stands, pull-ups, banners, flags, billboards, press ads, wedding stationery, video capture and editing, drone footage, animated graphics and GIFs, photography, photo retouching, illustration.

A small selection of my work can be viewed on my website [here](#).

I'm happy to supply samples of specific projects/skills on request.

October 2007 – January 2014

Head of Creative Services – Pure Leisure Marketing, Birmingham

Raised standards in the creative department. Introduced a proofing system, changed the workflow system and got the department working cohesively, whilst being a hands-on creative artworker in this fast-paced environment. Liaised with clients and art directed photoshoots. Coordinated IT and equipment purchasing.

June 2001 – October 2007

Head of Artwork – Keane Brands, Birmingham

Joined as an artworker, progressed to head up the artworking team and took over scheduling. Hands-on artworker for leisure and retail clients, ensuring accuracy and continuity across estates to tight deadlines. Involved in the creation and management of brand guidelines, working directly with clients.

April 2001 – June 2001

Freelance Artwork, Design and Magazine Production

Continued working on one of the titles from my previous role on a freelance basis while looking for the right permanent position. Also worked in agencies on design concepts and artwork production.

April 2000 – April 2001

Mac Designer – 10 Publishing/Mill House Media, Sutton Coldfield

Worked on four monthly magazine titles and four weekly newspapers, designing adverts, checking supplied artwork and designing editorial pages. Company closed.

August 1993 – April 2000

Studio Manager – Evesham Printers, Evesham

Set up a studio within a litho and letterpress printers, where I developed a workflow system taking jobs from the initial brief, through to completion. I was involved at every point of the print production process.

August 1991 – August 1993

Proprietor – Fine Design, Pershore

Computerised the traditional skills I'd learned previously to meet the increasing demand for speed, efficiency and economy.

January 1990 - August 1991

Trainee Finished Artist – Design Plus, Pershore

Learned all aspects of traditional artworking the old-fashioned way – on a drawing board. Company closed.