



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 animation, motion graphics, 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

Dundalk Institute of Technology – Certificate in 2D and 3D Digital Animation Production (*Distinction*)

Evesham College – HTML Programming

Herefordshire College of Art & Design – Foundation Course

Pershore High School – 8 GCSEs

Alice Ottley School, Worcester

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

References

Deirdre Weldon

Sales and Marketing Manager
Bishopstown Credit Union
Curraheen Road, Bishopstown,
Cork T12 P977

021 480 0010

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Additional references available.

About me

My expertise lies in the leisure and retail sectors, where I've consistently delivered impactful designs and accurate artwork for over 35 years.

Based in Cork, Ireland, I'm equally comfortable working onsite or remotely.

Whether collaborating directly with clients or partnering with design agencies, business mentors or printers, I adapt seamlessly.

The graphics industry has changed immeasurably during my career which has fuelled my passion for learning. My clients' increasing needs have led me to explore animation, motion graphics, photography, videography, and drone services, enriching my portfolio.

I'm currently studying for an MSc in Computing in Computer Animation.

Experience

January 2014 – present

Freelance Creative Artworker, Graphic Designer and Digital Creator, UK and IE

Servicing design agencies, direct clients and consultants. I work 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, books, exhibition stands, pull-ups, banners, flags, billboards, press ads, wedding stationery, video capture and editing, drone footage, motion graphics and GIFs, photography, photo retouching, illustration, 2D animation, 3D modelling and animation in Maya and Blender.

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

Samples of specific projects/skills available on request.

October 2007 – January 2014

Head of Creative Services – Pure Leisure Marketing, Birmingham, UK

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, UK

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, UK

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, UK

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, UK

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, UK

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, UK

Learned all aspects of traditional artworking the old school way. Company closed.