



Portfolio

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About me

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Profile

I am a hard working, highly motivated and dedicated designer with over 20 years commercial experience, working on a wide variety of projects including corporate redesigns, logos, printed literature, POS and POP, websites, exhibitions, brand management, photography and art direction.

I have worked with small businesses and large blue chip companies and treat every project, large or small, with the same dedication and commitment.

My aim is to always provide a professional, friendly service, with good communication and results that create enduring working partnerships.

Education

BTEC National Diploma in Graphic Design
HNC in Typography
HND Graphic Communication

Work Experience

Freelance Designer / Artworker

Jan 2017 - Present

Since returning to freelancing I have worked for a diverse range of companies - mostly design agencies in many different places. I'm able to fit in and adapt to different ways of working and to get on with the job whatever it may be and whatever is required. I treat every job the same whether it's working on a brand redesign or creating artwork for an annual report.

Travis Perkins - Creative Designer

July 2015 - Jan 2017

Working as part of the creative team producing designs for the group's marketing material for print and web. I was brand guardian for the Travis Perkins brand and also for Trade Offers, the company bi-monthly sales leaflet. I was responsible for the creation of all the marketing collateral for this project including POS, web banners, promotional items, some copywriting and competitions. I was also responsible for account managing projects from brief to final artwork.

Freelance Designer / Artworker

2007 - 2015

Designing and artworking for print and web for a broad range of clients, working in-house and also delivering design solutions for private clients from brief to finished artwork, which has often included account management, sourcing print and directing photoshoots.

LSP - Leicestershire Promotions Studio Manager /Head of Creative

2003 - 2007

Managing three designers and overseeing the creative output of the studio, liaising with other departments and providing design input for campaigns.

Oakley Young - Graphic Designer

2000 - 2003

Lunn Poly - Graphic Designer

1996 - 2000

Creative Link Solutions - Graphic Designer

1993 - 1996

Design Proficiency

- Brochures
- Branding
- Web and web graphics
- Photography
- Art direction
- Direct mail
- Packaging
- Photo re-touching
- Magazines
- Newsletters
- POS and POP
- Annual reports
- Press advertising
- Annual Reports



THE PLUG - Christmas campaign leaflet



A promotional leaflet to be used in stores to promote christmas gifts from a selected range of premium electrical goods.

A luxury feel was created with an art deco style and a dark grey/gold colour palette. The leaflet and associated marketing material needed to be festive without being too christmassy so subtle patterns and graphics were used throughout to maintain the christmas feel.



iflo - POS customer journey



iflo is the luxury own brand for Travis Perkins' range of bathroom suites and accessories, sold through the Bathroom Showroom.

A totally new merchandising approach was to be piloted in selected stores. I created a full set of POS around existing concepts. Areas of the showroom were colour coded with clearly priced banners and information points. Tags, easy peel stickers and labels provided further information.



RS Components - STEMFEST



RS Components STEMFEST is an educational exhibition for schoolchildren, promoting the science and technology industries.

Promotional items were needed including an exhibition guide, workbook, posters and web graphics. The guide and posters were promoting a competition to win science toys as well as information about the exhibition.

I kept all items bright and colourful whilst keeping the information pages easy to use. The posters were placed around the exhibition to guide kids to the competition stand.



LRC - Masterplan reports 1/2



The Leicester Regeneration Company (LRC) were responsible for promoting Leicester to developers and investors. To do this they produced two Masterplan reports.

The two documents formed the foundation of the new LRC branding, creating a strong visual identity which could be carried through into future marketing collateral. I used consistent imagery, colour palettes and clean architectural layouts to provide the LRC with a strong brand which was easily recognised.



LRC - Masterplan reports 2/2



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Shoefayre - Summer campaign



Shoefayre wanted to promote their range of summer shoes for men and women with an in-store campaign.

I created a concept of people lying on the beach, admiring their newly purchased shoes, to the exclusion of everything else.

Posters, banners and supporting POS material were produced which highlighted the summer range. I was involved throughout from initial brief through to final artworking of the various POS collateral (including cutting out many pairs of sandals), as well as art direction on the photo shoot.



CCF - Flooring campaign 1/2



CCF wanted to raise the profile of their flooring products and service, to their existing, as well as new customers.

I produced a look and feel for the campaign which I then implemented across a suite of promotional items, through print, social media and web, that highlighted the products and services. I also oversaw a full photoshoot of the new products to ensure maximum impact throughout.



CCF - Flooring campaign 2/2

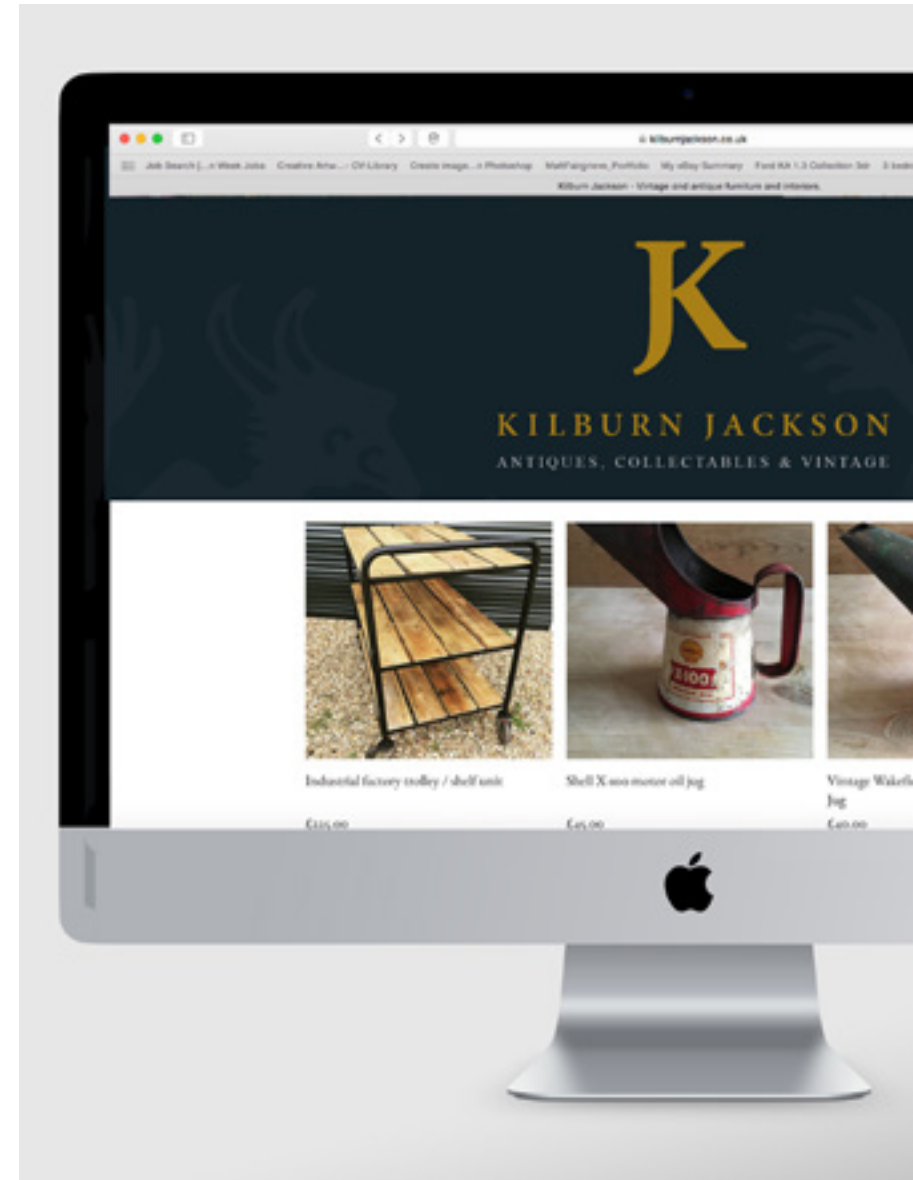


Kilburn Jackson - logo and branding



Kilburn Jackson is an antiques and interiors company who needed a logo and branding for the start up of the company.

I used a dark grey as the primary colour and gold to denote luxury and timeless quality. I also created demon motifs to use across the business cards and website as well as a back story to the company history. Photography is also a key element of the designs, making sure that all products are photographed in a similar way to create continuity.



Travis Perkins - Tool Hire refresh



I was asked to design a new look for the Travis Perkins Tool Hire offering, to give it stand out, but to also sit alongside the Group's other brands and identities.

I chose a gritty industrial look with a strong orange which stood out against but also complemented the TP green and yellow. Other graphic devices were used throughout the marketing collateral for key phrases and highlighting offers.



Supply Chain Academy - branding



supply chain academy
logistics learning online

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Supply Chain Academy is a part of Travis Perkins responsible for logistics and infrastructure, who asked us to create new branding for them.

After meeting with them I created a brand which focused on the two elements of their business - the logistic element and the people who deliver their requirements.

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Massey Ferguson - POS translation design and artwork



A set of POS hanging cards to promote a new range of tractors from Massey Ferguson. Originally created for the British market the cards were then translated into several other languages.

I designed and artworked the cards, so when they proved successful in this country I was asked to create new artwork for other languages. Copy was supplied and with good communication between the relevant teams the new translations were designed produced and distributed.

Trade Offers - competition



Whilst working at Travis Perkins I was responsible for Trade Offers - the bi-monthly sales leaflet and all the marketing and promotional collateral involved.

Working directly with the Marketing team I produced all the POS and one-off promotional items as well as coming up with ideas for competitions. The Golden Christmas Tree competition was based on the 'Charlie and the Chocolate Factory' idea. Ten special copies of Trade Offers were produced with a gold foil Christmas tree inside, earning the lucky winner £1000 of vouchers.

Farmer Dawsons - logo and packaging



Farmer Dawsons is a local business producing milk on their farm and selling direct to the public and local businesses including caterers and football clubs. I was asked to design their logo along with promotional leaflets, posters and packaging. I developed a bright and friendly illustrative approach which reflects the 'home grown' basis of the business and would be appealing to their customers. The brand needed to be professional but not too slick.



Tourism maps - design and illustration



I was approached by Charnwood Borough Council to produce a series of maps which would direct tourists to local attractions. Working with the borough's planning department I used their existing CAD street maps as a foundation which I re-created in a brighter more illustrative style. The council and the planning dept. were involved throughout the process to ensure details were correct and that the maps would be informative and interesting to the public.

Metaltex - packaging

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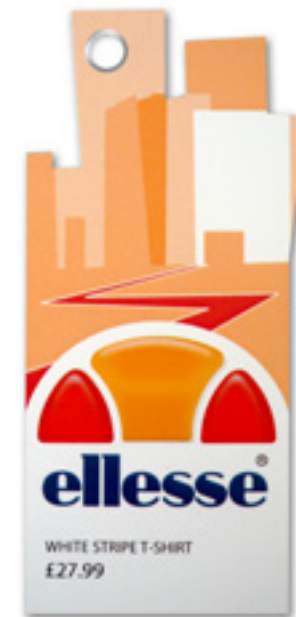
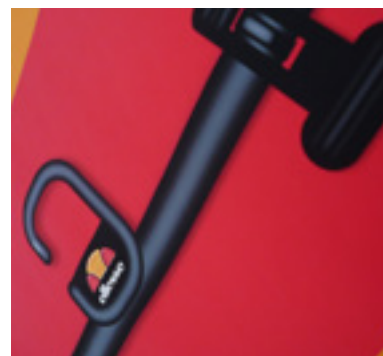
Metaltex wanted a complete new look for their entire packaging range of food preparation products and condiment sets.

I produced a new contemporary set of designs for all of their existing packaging using sourced imagery and clean typography.

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ellesse - instore POS



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Working as part of a team on new concept stores for ellesse, I was responsible for creating the graphic elements and following these through to finished printed items.

I worked closely with the 3D designers and project manager designing and producing instore banners, postcards, hangers, bags, tags and a loyalty card scheme.

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That's it!

Thanks for taking a look through my work.



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