

# RICH.

Originally from Liverpool, England. I moved down to London to study at **Central Saint Martin's College of Art and Design** in 2001 specializing in graphic design. After graduating in 2004 I went straight into a job working freelance with one of the most prestigious museums in London, the V&A museum and after **2 years + of full-time studio experience** I am a concise, motivated and confident, professional Graphic Designer.

Working **full-time and freelance in print** for nearly **3 years** now has given me a great insight into the professional graphic design industry and I have had experience in many different areas including **publications, exhibitions and conceptual work.**

My design skills over the past years have been stretched considerably by the variation of materials that I work with i.e. **business cards, brochures, booklets, posters, magazine inserts, books, pop-up banners, large-format banners and exhibition/display work.** The high standard of design that I achieve within each design project enables me to produce work that is **highly commended** by my colleagues and target audience. All of my work is achieved **within extremely tight deadlines**, I feel this experience is a valid part of my everyday work. When working with different colleagues from departments such as Marketing, Partnerships, and exterior design agencies, **my ability to adapt my style as a designer helps me to obtain a professional and satisfying outcome in every part of my work.**

Programs such as **Photoshop, Illustrator, Quark, Indesign and Acrobat (mainly Creative Suite 2)** are essential to my work on a daily basis. My experience in these programs gives me the **confidence** to turn an idea into a well-executed piece of design. With experience in programs such as **Dreamweaver, Flash, After Effects and Final Cut Pro**, my versatility and ability to grasp new concepts quickly is a great addition to my work.

Working very closely with a communications team has led me to work with fellow graphic designers, editors, web designers and communications directors on a constant basis. This has given me

great experience in the **understanding of how a creative team can work efficiently and effectively.** Working together to produce and edit in-house design publications on a day-to-day basis has allowed me to gain a **great ability in working successfully within a creative team.**

Working full-time has also given me the **opportunity to present in a great deal of pitches, meetings and presentations** with both internal and external clients. Working closely with major partners such as 20th Century Fox, Volvo, Royal Mint, Royal Mail and Endemol has helped fine-tune my professionalism and communication skills.

Controlling the output of all creative work and being **responsible for monitoring the process of printing from quote right through to delivery** gives me a great deal of responsibility and really shows that my organization is a great bonus for me. I am also **responsible for the re-ordering of prints and past/current work; liaison with printers is a day-to-day matter for me.** Supervising projects such as window displays/exhibitions in Central London have led me to **work very closely with installations teams/printers** and overseeing all work over a long period, with a highly successful outcome.

Some of my most recent work, running along side my full-time job, has been collaborative and **conceptual projects, working with Architects, Interior Designers, Engineers and Graphic Designers.** Working within a non-hierarchical professional discipline, I have worked together with fellow professionals to come up with Architectural ideas and concepts that would bring all the individual processes of Architectural practice together in one room. This was a fantastic mix of creative and technical minds, which enabled us to produce work to a very high standard and would be entered into an international Architecture competition. It was a great experience to see how the other disciplines of Architecture think and also work together successfully as a team.

**I value my experience as a designer and feel that I can work with confidence and precision in a fast-paced and hard-working environment.**

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## Qualifications

### *Range High School*

1993-1999  
11 GCSE's

### *Southport College*

1999-2001  
BTEC National Diploma in General Art & Design

### *University of the Arts London Central Saint Martins College of Art & Design*

2001-2004  
BA (hons) Graphic Design (2.1)

## Work

### 2003

#### *Trouble TV*

Producing a 30sec. sting which featuring on  
Trouble TV  
(Jan-Apr 2003)

### 2004

#### *Bleach-London*

Working closely with the design team on their  
on-line magazine for 2 weeks.  
(Aug. 2004)

#### *V&A: The Theatre Museum - London*

Working on the Museum Mile Leaflet, making  
tourists aware of museums around the Kingsway to  
Euston area. Released in every Caffè Nero within the  
M25 and also featuring on BBC London News and in  
The Metro, London.

[www.museum-mile.org](http://www.museum-mile.org)  
(Aug. 2004 - Apr. 2005)

### 2005-2006

#### *The Scout Association, UK*

Full-time Graphic Designer working on in-house  
publications from leaflets right through to large-  
format Banners. Production of all design, from idea  
right through to print.  
(Jan. 2005 -)

#### *Archi-Ants - London*

Graphic Designer – working within a non-  
hierarchical architectural design group. Working in  
collaboration with Architects, Engineers and Interior  
Designers to produce an Architectural concept for  
a '21st Century Beach Hut' to be entered into an  
architectural design competition.

[www.bathingbeauties.org.uk](http://www.bathingbeauties.org.uk)  
[www.bathingbeauties.org.uk/gallery.htm](http://www.bathingbeauties.org.uk/gallery.htm)  
(Aug 2006)

#### *Katie Irving*

Developing and designing a website that would  
display my wife's MA work.  
[www.katieirving.com](http://www.katieirving.com)  
(Aug 2006)

#### *Chelsea College of Art and Design - London*

Producing invites and poster materials for the  
college's MA show 2006 private view. Also producing  
the show catalogue and art direction of the website  
for the MA Textile Design exhibition.

[www.chelseamatextiles.co.uk](http://www.chelseamatextiles.co.uk)  
(Aug 2006)

#### *Killer Reels – California, USA*

Working as Graphic Designer, producing design  
material for the branding and promotion of 'Killer  
reels'. Also producing artwork for clients of this  
Hollywood based company.

(July 2006 -)

*Continued...*

# R I C H .

## *ICA Archigram Workshop - London*

Working in formed groups creating architectural concepts for an 'Invisible university' within St James's Park, London. Final concepts were pitched to a panel of renowned Architects including members of the original Archigram group such as Peter Cook and Mike Webb.

(Oct 2006)

## *Platform for Art – London Underground Competition*

- Highly Commended

'To celebrate the Piccadilly line centenary, this competition invites you to design the Piccadilly line station of the future. This is a chance for your design to be displayed to millions of Tube customers.'

I have recently received a confirmation of 'Highly Commended' and my work will be displayed on the Platform for Art website and also exhibited in the V&A exhibition.

[www.tfl.gov.uk/tube/arts/platform-for-art/](http://www.tfl.gov.uk/tube/arts/platform-for-art/)

(Oct 2006)

## *Think tank projects (college)*

### *Diesel - London*

Working on new concepts for the interior of their flagship store in Covent Garden.

(Oct. 2002)

### *Tabasco*

Working to advertise a new product and promote Tabasco.

(Apr. 2003)

### *Right-on (Japanese T-shirt co.)*

Producing T-shirt designs for their American Nostalgia collection.

(Nov. 2002)

### *CoCo de Mer - London*

Ideas for new products that would feature in their 'seductive' collection.

(Jun. 2003)

### *Victoria House - London*

Working to produce ideas for the launch party for their new interior.

(May 2003)

## *Programs*

- Adobe CS2 (Photoshop, Illustrator, InDesign)
- QuarkXpress
- Acrobat Professional
- Flash
- Dreamweaver
- Adobe After Effects