

Graphic Designer

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PROFILE

An experienced, creative graphic designer and artworker, specialising in multi-channel retail marketing and branding, with natural flair and a genuine passion for design and marketing.

Strong foundation in graphic design tools with a broad portfolio of POS campaigns, print marketing collateral and digital projects. Experience includes photography, packaging and teaching background.

SKILLS

Proficient in Photoshop, Illustrator, InDesign and Acrobat; MAC and PC literate; good understanding of Dreamweaver, HTML, Adobe Premiere and Microsoft Office; effective communicator in English and Spanish; creative, conscientious, hard working and reliable; meticulous eye for detail and impeccable layout skills; able to work on own initiative, prioritise work, deliver multiple campaigns simultaneously and produce high standards of work under pressure and to tight deadlines; eager to learn, expand skills and try new tools; excellent team player with very strong interpersonal skills.

CAREER

Graphic Designer, NutriCentre at Tesco, London (April 2014 - May 2016)

Reporting to the Head of Brand, responsible for all creative design and artwork – online & offline.

(NutriCentre is a multi-channel nutrition & wellbeing retailer with 23 standalone stores and over 300 spaces within Tesco across the UK.)

Responsibilities

- » Developing brand communication & identity (guidelines logos, typography, templates, layouts and colour palette).
- » Designing POS campaigns and printed marketing collateral (signage, banners, posters, brochures, leaflets, displays, stands, flyers).
- » Designing all digital material for the website and email programme.
- » Developing concepts from brief through to realisation and production.
- » Artworking, preparing and sending files to print, working directly with printers and ensuring every project is delivered to the highest standard.
- » Producing corporate photo shoots and videos.
- » Supervising the designs outsourced to external design agencies.
- » Managing print suppliers and providers.

Achievements

- » Designed new logotype as part of rebranding of NutriCentre (bespoke hand-crafted logotype).
- » Designed new templates for POS & customer literature as part of implementation of new brand.
- » Designed & enhanced creative styles for all professional campaigns.
- » Developed brand identities for major conferences and events, plus design of marketing materials and stands at industry exhibitions and trade fairs.
- » Reduced annual POS spent by printing and cutting in-house.
- » Created iconographic language for educational POS.

Graphic Designer, A Fish In Sea, London (October 2013 - March 2014)

Working for a global design agency in the team responsible for corporate identity:

- » Branding and marketing material for mid-caps and corporate clients.
- » Participating in the development of adverts, logos, commercial brochures, magazine layouts, flyers, posters and ticketing.

Teaching Assistant, Graphic Design Level 1&2, WAES College, London (September 2013 - March 2014)

Preparation of teaching materials and lecturing. Student guidance, resolution of queries and supervision of student projects, working one-to-one and with small groups. Support of students with learning difficulties.

Portfolio Development (January 2011 - October 2013)

Development of design projects from concept to completion, including packaging, branding, web design and print (stationery, posters, book covers, newspapers and leaflets).

Awards & Exhibitions:

- » 'Naughty Watch Box', Merit Award, Hiiibrand Competition (December 2012).
- » Poster short-listed for WAES Summer Arts Exhibition, SW1 Gallery (June 2012).
- » Diversity Poster, WAES College Diversity Competition (April 2012).

Volunteer Graphic Designer, London Printworks Trust (July 2012 - September 2012)

- » Branding and website upgrading.
- » Design of marketing material (bags, leaflets, T-shirts and posters).

Telecommunications Engineer, various midcaps, Madrid (January 1996 - December 2010)

In this role, I developed the following transferable skills that I currently apply as graphic designer:

- » **Team leadership:** supervision & performance of teams of up to eight people reporting to the Operations Director. Training and oversight of new starters.
- » **Project management:** execution as per approved design and materials standard. Installation, maintenance and commissioning of telecommunication equipment. Test and inspect the operation of telecommunications networks.
- » **Customer relationship management:** management and resolution of client queries.

Photographer, Lafer Publishers, Madrid (June 1995 - December 1995)

Photography, developing and printing for the book "Gastronomía Madrileña: Restaurantes".

EDUCATION

Graphic Design

- » Graphic Design BTEC National Diploma (Level 3), Distinction, Kensington & Chelsea College, London (September 2012 - July 2013).
- » Graphic Design BTEC Certificate (Level 2), Distinction awarded, WAES College, London (May 2011 - April 2012).
- » Life Drawing, Kensington & Chelsea College, London (October 2011 - December 2011).
- » Graphic Design NCFE Award (Level 1), WAES College, London (January 2011 - July 2011).

Photography

- » Spanish Photography: Past, Present and Future, Complutense University, Madrid, 1996.
- » Photography and Developing in Black and White, Visual Arts School, Madrid, 1995.

Telecommunications

- » NVQ in Electrical and Electronic Engineering (Level 3 equivalent), Madrid, 1993.
- » Training in parabolic and conventional antennas installation, Madrid, 1997.

INTERESTS

Photography, travel and exploring different cultures. Sport (running, skiing), family and helping out with fundraising projects.

REFERENCES

Mark Robertson, Head of Brand at NutriCentre, merobertson@btinternet.com
Daniel Somoza, Graphic Designer at A Fish In Sea, dnysomoza@gmail.com
Nikolle Hellis, Graphic Design Tutor at WAES College, nhellis@waes.ac.uk