

Summary

As a graphic designer with 3 years experience, I bring enthusiasm to every project I undertake. This is coupled with my practised communication skills that come from designing for a varied range of clients.

Having worked as a Graphic Designer in an experienced agency and also a Head Graphic Designer in a print house, I am used to being creative with challenging briefs, tackling tight deadlines and have first hand knowledge of print processes.

I enjoy the creative practice, from helping the client tailor a brief that suits their particular needs, to developing a finished product that surpasses their expectations. With thorough research and dedication to the task at hand, no brief is insurmountable. One of my main attributes which often helps me reach deadlines is in my character to be well organised, set personal deadlines and keep good notes. I am able to stick tightly to a brief and guidelines or create a large range of graphic styles and ideas, depending on what is needed.

My agency design role is not only to design for print but also to produce visuals for an array of websites in different sectors. In my free time, I am currently learning CSS and XHTML so that I can also build the websites I design for. I love to keep in touch with the latest trends in the world of design by continually adding new techniques and styles to my already experienced skill bank. My work samples can be viewed at www.alisonkellydesign.co.uk

Future Objectives

I am looking to continue in a design-based role to help me develop further and add more value to my work as I progress. I relish working alongside other designers and gaining a better insight to the job via positive feedback but I'm also happy working alone on a project. I enjoy the subtleties that selecting a font and colour scheme can have in emphasizing the client's business objectives, messages and persona to their customers.

Although my preferred design media is print, I would enjoy the chance to work in other areas of design, such as photography, web design or motion graphics. In my free time, I am currently learning CSS, XHTML and Flash to enhance my website design skills, as well as mastering the art of photography.

Work Experience

Freelance Designer 03/11/2006 – Present Day

Clients include Everton FC, Cardinal Heenan Catholic High School and Beyond Education.

Designer (Prontaprint) 28/01/08 – 15/10/08, Head Designer (Prontaprint) 16/11/08 – 08/10/09

Clients include the Hilton Hotel Group (including winning the contract back from the United States Hilton marketing department and communicating with them regarding print and design requirements), BUPA Healthcare, Mitchell Car Group and Jury's Inn.

Graphic Designer (Koodos Creative) 08/10/09 – Present Day

Clients include Homebase, Tenax and Air Concepts (including liaising with printers and clients in California).

My work won contracts for the agency such as the Wrexham Food Festival branding.

Sales Executive / Designer (Innovate my School) 08/06/09 – Present Day

I received great success as a member of the Innovate my School sales team including representing the company at national trade shows, making contact with new clients (including RM computers, The Met Office and DB Education Services and many other CEO's and Directors), building databases and researching. My combined design, marketing, management and sales work resulted in the lucrative development of a new business and extremely favorable feedback. While representing the company at national conferences I won the accolade of achieving top sales figures out of the whole team.

Work Experience (con't)

My current and past projects have required;

Designing for print (from stationery and brand identities to brochures, banners and advertisements)

Sales and marketing to acquire new clients (both attending conferences and creating marketing materials)

Communicating with current clients at all levels through meetings, email or telephone

Training and mentoring junior design staff with regular assessment and evaluation

Creating corporate identities which can be applied to a range of marketing materials

Proofing and signing-off final artwork for junior members of staff

Liaising with print studios regarding their specifications for supplied artwork

Representing the company at a international level through over the phone and via email

Designing using existing corporate guidelines

Creating artwork as a team and individually

Brain storming sessions with a team of designers and marketing managers

Communicating with marketing departments, clients and printers abroad

Designing visuals for the web

Marketing via social networking sites such as twitter and facebook

Management of numerous projects

Creating work for tendering

Managing tight deadlines

Printing digitally

Proficiencies

All versions of Adobe Indesign, Illustrator and Photoshop

Quark /Quark Express

Adobe Acrobat Professional

Microsoft Office Suite (PowerPoint, Word, Excel)

Design Merge

MacOSX and MS Windows

Preparing artwork for print including collating

Image sourcing

Education

2004-2007 Graphic Design BA (Hons) 2.1 - University of Leeds

2002-2004 A Levels in English, Product Design and Geography

Pre 2004 8 GCSE's A-B including Math, English, Science, Business Studies and Graphic Design

Hobbies, Interests & Other Skills

Many aspects of design, photography, music, film, cooking and travelling.

I hold a full clean UK driving license.

References

References are available on request.

More Information

For more information please contact me on the details above or visit my website www.alisonkellydesign.co.uk