



## Education

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Camberwell College of Arts, London. United Kingdom.  
BA (Hons) Graphic Design 1995

## Design Experience

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- March 2011 - Present      **Freelance Design Consultant.**  
Design and implementation of advertising materials for small and medium sized companies as well as some major tourist attractions. Project management experience of complex design contracts. Recommendations made for cost-effective use of print and signage materials and best use of advertising media.
- May 2004 - March 2011      **Graphic Designer. Fantasy Prints Ltd, Berwick-upon-Tweed.**  
Design department manager, oversaw the work of 4 junior designers. Project management experience of design projects for the leisure industry. Oversaw production of large signage contracts for a theme park. Responsible for production of all advertising, print and web material, from concept to completion. Played a key role in raising the profile of Blair Drummond Safari Park, from an attraction at local level, to an award winning national tourist attraction.
- June 2003 - May 2004      **Freelance Graphic Designer.**  
Created billboard campaigns, packaging projects and poster campaigns for medium sized companies. Preparation of marketing recommendations and written proposals for clients. Made independent design pitches and advised clients on best use of marketing budgets. Designed and implemented an advertising campaign which included posters, billboards, press adverts and leaflets for Blair Drummond Safari Park.
- Oct 2002 - May 2003      **Graphic Designer. Zero Design, Edinburgh.**  
Middleweight design position creating posters for the Caledonian Brewery and Miller Lager. Also designed bus advertising and point of sale material for the Bank of Scotland sponsored events department.
- Oct 2001 - Sept 2002      **Graphic Designer. Perception Web Development, Edinburgh.** (Company no longer trading)  
Worked as a graphic designer within a web design company. Complete redesign of website for City Inn Hotel chain. Working along with team of developers, I helped win the business of several large web projects. Complete redesign of websites for Caledonian Brewery, ScotlandShop.com and the Glasgow Rugby team.
- April 1999 - Sept 2001      **Graphic Designer. Morton Ward Associates, Kelso.** (Company now based in Edinburgh)  
Middleweight position creating corporate brochures, annual reports, letterheads, corporate ID and tourist brochures. Played a part in winning a major pitch for the design and ad campaign for Gretna Gateway Retail Park. Liaised with clients and print suppliers. Interviewed and selected photographers for Gretna campaign.
- June 1998 - April 1999      **Graphic Designer. Martinshouse Design, Hawick.**  
Junior trainee design position. I worked as a trainee graphic designer creating adverts and business cards and helped on the production of a brochure for a knitwear company. I also created press adverts for a manufacturer of golfing accessories.