

Profile

I am a highly focused, organised and motivated illustrator/designer with an adaptable style to suit all projects. I enjoy working in different styles using a mix of Photoshop, Illustrator and my excellent drawing and painting skills. I find inspiration everywhere from wallpapers, fashion fabrics, markets and trips abroad. I have a strong creative flair and use colour confidently. I like to keep up with current trends and have good commercial awareness. I have thoroughly enjoyed moving to London and working at Woodmansterne for the last 5 years but I am not using my creative skills as much as I would like. I am passionate about design so the prospect of beginning a new challenge in a more innovative role is very appealing.

Relevant work experience

2008 - present: Senior designer at Woodmansterne Publications Ltd, London

As Senior designer, in-house at Woodmansterne I work on a variety of different projects at a time which requires strong prioritising skills and the ability to keep cool under pressure. My role involves brainstorming initial briefs for new products, styling new licensed products, sourcing photographic images, refreshing existing ranges, designing single cards for Occasions, Relations, Spring seasons, Christmas and developing new concepts for ranges of my own. My ability to take the lead, manage projects and take initiatives have proved invaluable in this job.

I enjoy researching new trends and techniques, creating mood boards and organise visits to trend shows/ exhibitions when possible. I analyse sales information and design commercially for Woodmansterne. I have good communication and visual presentation skills.

I am highly skilled in Photoshop, InDesign and Illustrator and have a good eye for colour correction which is a must in this role. I have achieved best selling designs and won the 'Best Licensed card range 2011' Henrie award for my imaginative thinking on the Collins Gem range.

I have formed strong relationships with colleagues and customers and my friendly and professional nature has been an asset in this role.

Woodmansterne are a fantastic high profile company to work for but with more and more licensed product, I feel we are moving in different directions.

2008: Freelance design for Advocate, London

My passion for creativity enabled me to be successful in selling unique designs through this well respected freelance company. I enjoyed the challenge of self motivation, working on my own, in my spare time, to specific briefs under tight deadlines.

2003 - 2008: Designer for Paper Dove Company Ltd, Northumberland

I worked for 5 years as an in-house designer for Paper Dove. This thriving company represent many of the leading charity and alternative trade organisations in the UK and Europe. Products include greeting cards, gift wrap, calendars and catalogues. My role was varied and I learnt about every aspect of the charity greeting card industry.

Designing was my main role. Each client had a different identity/market so I worked dynamically, using a variety of different mediums and styles in my design work to consistently meet clients' needs.

I was also involved in creating concepts for card ranges, researching trends, picture research, commissioning artwork for clients, art working designs, producing fully print ready artwork and passing on press.

Liaising with clients and being responsible for several large accounts was another aspect of the job which I enjoyed. And the fair trade trips to Bangladesh and Nepal, working with producer groups to translate my designs into handmade products were amazing.

I was also responsible for managing the photography at Paper Dove which included setting up a studio, training colleagues and taking all of the photographs for the company.

Paper Dove is a very successful company, a leader in its field and I learnt a great deal.

2002: Assistant buyer for Hamals, Newcastle

For 6 months I worked successfully for this furniture company. My role involved working closely with clients, buying and sourcing products, marketing and assisting with the day to day running of the company.

2002: Freelance design for E-comeleon, Durham

My designs have been manufactured and sold as phone covers worldwide by this company. Buyers include Nokia and Vodaphone.

2000: Freelance design for Penny Watts, London

I enjoyed working as a freelance designer, designing prints for fashion fabrics.

2000: Freelance design for Ralph Lauren

I sold designs to Ralph Lauren Womenswear at Indigo in Paris.

1999: Freelance design for New Age

This textile company sold my work in America and Japan.

1999: Work experience for Griffin, London

This company specialise in design consultancy for Kenzo and also design a range of clothing. I was involved in both the business and design sides and acquired an insight into the industry.

Key experience

2000: British Interior Textile Association

My work was exhibited at Intohome 2000: the home furnishings show at the NEC, Birmingham after winning an emerging talent competition.

1998: Cream, Liverpool

I assisted in making a film for this famous nightclub which was projected onto large screens in 4 venues across the UK on New Year's Eve.

1997: Red Ribbon Art Show

I took part in the World AIDS Day Art of Awareness competition. My work and its copyright were purchased and added to the show, this is now is a permanent resource.

Education

1997 - 2000: Liverpool John Moores University

First class BA (Hons) degree in Printed Textiles

1996 - 1997: Newcastle college of Art and Design

BTEC Diploma in Foundation Studies

1989 - 1996: Durham High School

A-LEVEL- Grade A: Textiles, Grade B: English Literature, Grade C: French.

GCSE- Grade A: Textiles, French, Music, English Literature, English Language, Italian, Grade B: Chemistry, Mathematics, History, Grade C: Biology, Physics.

Prior to this I lived and went to school in Hong Kong and Kuwait.

Summary

I am an intelligent, open person who likes to lead a full life. I enjoy travelling; in January 2002 I embarked on a 6 month trip around Thailand, Indonesia and Australia and more recently spent some time in Peru. I love being active, I do yoga and enjoy participating in half marathons. I am hard working and offer an innovative approach, enthusiasm and commitment to any organisation.