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Qualifications

MA International Design and Communication Management:

Distinction, University of Warwick, 2008

7302 Delivering Learning,

City & Guilds, 2005

Intermediate Diploma in German,

Institute of Linguists, 1995

RSA Certificate TEFL (Teacher of English as a Foreign Language),

Gloucestershire College of Arts and Technology, 1992

Zertifikat Deutsch als

Fremdsprache, Goethe Institute, 1992

BA (Hons) Graphic Design: 2:1,

Birmingham Institute of Art and Design, 1990

Foundation Diploma in Art and Design,

Swindon School of Art and Design, 1987

A Level: Art and Crafts, German,

Sociology, 1986

O Level: English Language, English

Literature, Mathematics, Art, Design, German, History, Biology, Physical Science, 1984–1985.

Valid CRB check.

In more than 15 years experience of graphic design within the marketing and education sectors, I have built up a broad range of creative, business and project management skills, and have continued professional development, so that I have the knowledge and flexibility to apply and adapt to unique requirements of projects. In addition to practical creative abilities, while working for small businesses I help define clients' briefs, audit design and marketing approaches and advise on positioning and strategy, manage projects and write copy that works in conjunction with visual solutions. I have taken my skills into education: writing and presenting graphic communication and visual arts workshops and co-ordinating exhibitions. I have completed study and worked in international marketing, and taken courses in intellectual property law (copyright). I communicate well – visually and verbally – and I am socialable, resourceful and organised. A proven self-starter after 11 years self-employment I contract other professionals to work alongside me, and am happy as part of a team.

Career history

05.99–today. Freelance graphic design consultant. I work on a wide range of design communication projects for small businesses and larger organisations including corporate identity and branding, marketing design, illustrations, websites, brochures etc. I devise concepts and strategies; write and edit copy; design layouts and prepare design work for print, typesetting and artworking. I often take projects from start to finish (initial research, defining the brief and project direction, initial concepts, through design development and presentations to finalisation).

04.07–today. Freelance art and design educator / community artist.

14-19 Creative and Media Diploma for Swindon Borough Council and The Commonwealth School;

One month arts workshops with underprivileged children for Juconi, Puebla, Mexico;

Weekly 'drawing enrichment' after-school sessions at Isambard Community School;

6-day packaging design workshop, Coney Hill Primary School, Gloucester;

One-day art workshop with girls in care for Swindon Borough Council;

BBC Blast banner painting workshop, Wharf Green, Swindon;

Arts Blast observational drawing workshops for Year 8 students;

Graphic design workshop as part of ICT curriculum, Nova Hreod School;

Co-ordinator of exhibition of young people's work at Wyvern Theatre, Swindon;

3-day school logo design workshop with year 6 transition students, Isambard Community School.

09.08–07.09. Part-time Teacher of Art and Design & Technology (graphic design).

Isambard Community School, Swindon. Delivering Key Stage 3 curriculum to Year 7 students, planning lessons, end of term assessments.

Summers 03–05. Volunteer artist. Big Arts Week Initiative. Design-orientated art activities at senior and primary schools.

06.98–05.99. Senior Designer/Studio Manager. Envy Creative Limited, Newbury.

Design, workflow management, client liaison, mentoring of junior designers, weekly reports to the MD.

11.96–06.98. European Principal Designer/Art Direction. Texas Instruments GmbH, Freising, Germany. Direction of pan-European marketing material design liaising closely with the International Design Director in Dallas. Project management, commission and direction of external design agencies in Munich and Nice, press advertising, sourcing photography and typesetting, conducting focus groups, writing and presenting reports at global meetings, representing TI at trade and education fairs, and managing print budget.

Examples of my work,
client testimonials and
further information are
available at:
www.parsonscreative.co.uk

Clients / projects

Around Wine Ltd

press advertising

BBC Blast

community art

Beckett Telecom Ltd

marketing design

Carpe Diem Corporate

Communications

information design

Mobile Media

marketing design/community art

The Cotswold Show

graphic design

Dolby, Inc.

multi-language design and typesetting

Design Types Ltd.

art direction/strategy/graphic design

English Heritage

illustration

Hallgarten Wines

design assessment, marketing
re-design

Madhira British Telecom

German to English translation

Mayday Mums

corporate identity/web

Nationwide Building Society

graphic design/concepts

Flux Arts

community art

Legatio Ltd

logo design

ToyGuard Ltd

corporate identity/web/positioning/
marketing materials/technical
information

Wiltshire College

brochure design

Zurich Financial Services

re-branding team

09.96–11.96. Part-time Lecturer. Swindon College of Art & Design. 'Professional practice' seminars and introductory computer typography classes to Year 1 and 2 GNVQ Graphic Design students. Taught QuarkXpress at adult evening class.

06.95–11.96. Freelance Graphic Designer. Varied design projects for clients including Shell Oil and the Early Learning Centre.

05.94–06.95. Graphic Designer. Fine Line Communications Ltd., Swindon. Mainly multi-national clients: economical multi-language workflow management, typesetting, proof-reading and translation management.

05.93–05.94. Presto Graphics, Swindon. Graphic Designer. 'Apprenticeship': old-fashioned paste-up and repro, alongside economical spot colour design.

10.91–04.92. Werbelicht Konzept Agentur, Bremen, Germany. Graphic Designer. Designed external signage for Beck's brewery, and translated company marketing materials.

01.91–09.91. Birmingham City Council. Part-time Youth Worker. Primarily promoting art activities at a club for muslim youth, and painting murals with young people.

Summers 85–94. Anne Valoncini School of English, PAE (Valladolid), Oxford Intensive School of English. Teacher of English as a foreign language. Lesson planning, preparation and resource of teaching materials; arrangement and supervision of (overnight) trips and activities for 9–18 year olds.

Skills overview

Design concepts and development.

Definition, and challenging, of client brief;

Project strategy and direction definition.

Research and sourcing.

Preparation of presentations
and reports.

Client liaison and project management.

Photo shoot direction.

Focus groups.

Hand-drawn scamps and illustration,
also vector illustration.

Photo-image manipulation.

Proof-reading, typographic correction and
typesetting, including foreign language texts and
translation management.

Copy writing and editing.

Translation and copy-writing English texts from
German source material.

Typography learned in pre-Mac days.

Fluent written and spoken German.

Basic Spanish.

Deaf-blind sign language.

Exhibited and sale of paintings, prints and
lampshades.

Leading and planning visual art workshops and
graphic design workshops and teaching.

Arts Award advisor.

Software

Adobe Creative Suite: InDesign,
Illustrator, PhotoShop, Acrobat.

FreeHand.

QuarkXpress.

Working knowledge of
Microsoft Office and
Dreamweaver.

(Mac OSX platform).