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Qualifications

MA International Design and Communication Management:

Distinction, University of Warwick, 2008

City & Guilds 7302 Delivering Learning, 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

CRB checked.

Arts Award Bronze and Silver Award Advisor.

Freelance Graphic Design-led Marketing

I have twenty years experience in the creative industries working in marketing as a graphic designer and in arts education. I project manage marketing communications projects, undertaking design, illustration, copywriting, print management elements and outsourcing web programming, photography and other skills as necessary. I returned to education in 2006 to gain MA International Design and Communication Management, and have a good understanding of intellectual property and cross-cultural marketing issues.

Career history

Freelance Graphic Design-led Marketing Consultant. *Now in my twelfth year of self-employment working on a variety of projects for a number of local and national organisations, and freelance for businesses' in-house creative/marketing communications departments,*

May 1999 – Present day

Teacher of English as a Foreign Language. Langsols, London. *One-to-one lessons with advanced adult student, June 2006 – May 2007.*

Senior Designer/Studio Manager. Envy Creative Limited, Newbury. *Design, workflow management, client liaison, mentoring of junior designers, weekly reports to the MD, June 1998 – May 1999.*

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. November 1996 – June 1998*

Freelance Graphic Designer. *Varied design projects for clients including Shell Oil and the Early Learning Centre, June 1995 – November 1996.*

Graphic Designer. Fine Line Communications Ltd., Swindon. *Mainly multi-national clients: managed multi-language workflow, typesetting, proof-reading and translation, May 1994 – June 1995.*

Graphic Designer. Presto Graphics, Swindon. *'Apprenticeship': old-fashioned paste-up and repro, alongside economical spot colour design, May 1993 – May 1994.*

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

October 1991 – April 1992.

Teacher of English as a Foreign Language: Anne Valoncini School of English, PAE (Valladolid), Oxford Intensive School of English. *Lesson planning, preparation and resource of teaching materials; arrangement and supervision of (overnight) trips and activities for 9-18 year olds. Summers 1985 – 1994.*

Design clients

Around Wine Ltd
press advertising

Beckett Telecom Ltd
marketing design

Carpe Diem Corporate Communications
information design

The Cotswold Show
graphic design

Dolby, Inc.
multi-language design and typesetting

Design Types Ltd.
art direction/strategy/graphic design

English Heritage
illustration

Ecolink Couriers
brand / web / marketing / copywriting / press ads

E-Motion Electric Vehicle Company
brand / web / print marketing / copywriting

Flux Arts
exhibition design / community art

Legatio Ltd
logo design

Hallgarten Wines
design audit, marketing re-design

Madhira British Telecom
German to English translation

Mayday Mums
corporate identity / web

Mobile Media
marketing design / community art

Nationwide Building Society
graphic design / direct mail concepts

RR Donnelly
Direct mail concepts for Zurich Financial Services

Swindon Samba
logo / marketing / press / web

ToyGuard Ltd
corporate identity / brand / web / positioning / marketing materials / technical information sheets / press ads brand extension / project management

Wiltshire College
brochure design

Zurich Financial Services
re-branding team



Arts Education

School and college classes

14-19 Creative and Media Diploma: Graphic Design module.

Swindon Borough Council launch day; The Commonwealth School, Y11, Swindon. **2009**

Weekly 1½ hour Drawing Club (Y7 and Y8) after-school enrichment sessions, Isambard Community School, Redhouse, Swindon. **2007-2009**

Six-day Packaging Design Workshop, KS1 – Y4, Coney Hill Primary School, Gloucester; **2008**

Observational Drawing Workshops within 3 week Arts Blast programme, Y8, Isambard Community School, Redhouse, Swindon. **2008**

Half-day Graphic Design Concepts Workshop, KS4 – Y10, within ICT curriculum, Nova Hreod School, Swindon. **2008**

Three-day School Logo Design Workshop with Y6 transition students, Isambard Community School. **2007**

One-day Art and Design Workshop with Y6 transition students, Warneford School, Highworth, Wiltshire **2009**

Development of cross-curricular primary schools programme (with art, SEAL, PSHE and MFL focus) . Presented to primary language teachers at annual LEA meeting. **2010**

Development of cross-curricular senior schools programme (including art, SEAL, PSHE, RE, history, design technology and MFL elements). **2010**

Part-time Teacher of Art KS3 – Y7 and Y8, Isambard Community School, Swindon. **2008-2009.**

Part-time Teacher Design & Technology KS3 – Y7 and Y8 (graphic design module). Isambard Community School, Swindon. **2008-2009.**

Visiting professional practitioner, half-day, A Level Art & Design, Cirencester College. **2008.**

Big Arts Week Volunteer Artist. Day long projects within Swindon schools. **2003-2006**

Part-time Lecturer Graphic Design (Typography), GNVQ Y1 and Y2, Swindon College **1996**

Adult Education Lecturer QuarkXpress software, Swindon College **1996**

Youth and community group workshops

One month arts workshops with underprivileged children Puebla, Mexico.

Two groups (25 children) at Centro Juconi aged 5–13 years; one group at residential home (7 boys) Casa Juconi aged 11–15 years. Fundacion Juconi / Charlotte Miller Arts Project, **2009**

One-day art workshop with girls in care for Swindon Borough Council Social Services Legge House, Wroughton **2008**

BBC Blast Banner Painting Workshop, Wharf Green, Swindon, **2008**

Co-ordinator of exhibition of young people's work at Wyvern Theatre, Swindon, **2008**

Visual Artist, The Big Draw (National Campaign for Drawing event), Flux Arts Project, North Swindon **2007**

Part-time Youth Worker promoting art activities, Birmingham City Council youth club for muslim boys, and painting murals with young people, **1991**

Also...

Fluent spoken and written German.

Reasonable spoken and written Spanish.

Deaf-blind sign language.