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Career Profile

Graphic designer with over 20 years' experience in Magazine Design. Providing confident and reliable freelance cover for a wide variety of Magazine Publishers across central London for the last 9 years. Skilled in all aspects of design, my work is consistently fresh and innovative and I enjoy a creative challenge. I have recently been working at The Lady magazine and also on the weekly promotions at Hearst Media.

Career History

Freelance Promotions Art Director 2002 – present

Cosmopolitan, She, Company, Zest, Prima, Prima Baby, Men's Health, Reveal, Best, New Woman, Heat, more, Closer, Bliss, Smash Hits, Top Santé

- Liased with Promotions, Editorial and Production Departments
- Responsible for creating new layouts and overseeing ongoing projects
- Balanced live work, picture research, branding and pitchwork to daily deadlines
- Created and finalised high resolution pdfs ready for print

Freelance Designer (Promotions and Editorial) 2002 – present

Condé Nast Traveller, Sainsbury's, Elle, Red, Psychologies, Marie Claire, Esquire, Harpers Bazaar, Woman, Red, Sugar, Top Santé, Ideal Home, Coast, CosmoGirl

- Liased with Promotions and Editorial departments
- Responsible for creating new layouts and picture research

Group Promotions Art Director Emap Esprit 2000 – 2002

Slimming, Mother & Baby, Yours, Pregnancy & Birth, Celebrity Bodies, Here's Health

- Managed Co-ordination Executive and controlled promotional costs
- Liased with PRs, clients, editors, writers, illustrators, repro houses and printers
- Researched and advised on images to best illustrate promotions
- Commissioned photographers and Art directed and styled photographic shoots
- Created mock-up visuals and organised 'ABC' direct mail for advertising teams
- Responsible for the annual design of the Mother & Baby Awards
- Checked and corrected final colour proofs

Promotions Art Director Emap Elan 1993 – 2000

Mother & Baby, Parents, Pregnancy & Birth

- Liased with PRs, clients, editors, writers, repro houses and printers
- Designed advertorials, house ads, competitions, cover booklets and reader offers
- Developed ideas for new launches, special projects and reader research
- Art directed the launch of Pregnancy & Birth magazine
- Devised presentations, media packs and rate cards for the advertising teams
- Commissioned photographers and Art directed photographic shoots
- Checked and corrected final colour proofs

Designer Emap Metro 1990 – 1993

Just Seventeen

- Worked as one of a team of 3 people in the art department
- Created layouts for all aspects of this weekly magazine

Qualifications and Training

- HND Graphic Design, Salisbury Art College 1983 – 1985
- OND Graphic Design, Portsmouth Art College 1981 – 1983

Software skills: Indesign, Photoshop, Illustrator, Censhare, In-house Repro

Experienced in: Art-Directing photo-shoots, Illustration, Corporate Branding, Magazine redesigns/launches and Picture Research