

Employment Overview

With 25 years professional experience working in various environments, an extensive portfolio of product and graphic design across multi-mediums has been achieved. Varying from Corporate ID to internet design, Product branding and logo design through to packaging and store design; achieving commercial design application to meet client objectives in terms of brief, budget and timescale. 17 years Design Management of R&D, product/brand launch/re-launch both national & international across a variety of market sectors. 16 years experience in the digital media sector for blue chip companies.

Employment History

Scouts (Voluntary): 1998 – present

I've been involved in the Scout association for 11 years, from an occasional helper, assistant leader to a leadership capacity. Initially assisting in beavers and cub & scout camps with specific knowledge & experience; **Beaver Scout Leader** (April 2004-08) developing creative skills of members aged 6-8 years; assistant and subsequent **Scout Leader** (Sept 2008-present) developing discipline and broadening the opportunities for children aged 11-15; **MDM** (Media Development Manager) Sept 2008, responsible for the production of corporate literature and development of brand strategy.

Specific organizational 4 season experience includes:- one and 2 night camps under canvas and indoor activities; 4 season bivouac & backwoods cooking experiences (scouts 2 season only); both single and 2 day hikes & night hikes (4 season), and short walks for beavers (6-8 years); education in navigation, problem solving, leadership, basic first aid and first response.

2009 – 2011 Freelance Design, Mountain Leadership Development and Voluntary Work,

2005 - 2009 Oegen Ltd – Director
Co-founder of Oegen Ltd - Business focus - online application development. & design.
Responsibilities include:- New business development; all design disciplines; DDA – W3C compliancy website construction; hosting; SEO consultation & implementation.

Disciplines: Online business applications - intranet & internet, B2B online systems, website design and build, SEO & PPC campaign management, content management, e-commerce, e-mail broadcast systems, customer relationship management systems, design for print, corporate & brand identity, advertising & marketing solutions, multimedia design & production

Clients/Projects: **Prostar** Website kit builder & online quotation system, Navision integrated retailer order system – utilising CMS & e-mail broadcast applications

CWG Website design & build, CMS, email broadcast, e-commerce

Coors Brewers Multiple Intranet, business critical systems; Induction multimedia presentations & online education with auditing facility; website design construction; corporate branding; advertising & marketing

Cont'd:

Clients/Projects: **Noscasa** (Cape Verde property services) Website design & build, CMS/Email broadcast

Crawford Pharmaceuticals e-commerce website design and build

Le Bistrot Pierre. Rebrand; advertising & marketing; website design and build including CMS/email broadcast systems; print design.

7-Sins Branding; advertising & marketing; website design and build inc. e-commerce & email broadcast.

Other clients and work undertaken and on a sub contractual basis include: HGW catering; Miller Solutions; Antalis; UK Mortgagestore; Chemistry Digital; Spinningclock; Perspektiv Marketing; Aspire Design; NHS, Department of Health, Eveden, Boots, Seimens, e-on

2002 - 2004

M-XS Mens Accessories Ltd – Director

Co-founder of M-XS, responsible for the M-XS Brand, NPD, Retail Environment, P.O.S. PR Strategic Brand Development.

Disciplines:

Retail Store Design, Corporate and Brand I.D., Design for Digital Media, Design for Print, Product Design, Packaging, P.O.S.,

Achievements:

Launching M-XS on the high Street, from concept to retail business in 2 months.

Actual unprompted, unsolicited customer reactions:-

“At last a store worth coming to Bluewater for”

”This is my store” (male consumer to his wife)

“Can I buy the poster in the window ?” (a regular request)

“Great Branding.....”

“Fantastic shopfit, you’re part of chain.....”

Shops opened in Liverpool St Station, Bluewater, The Triangle (Manchester), Touchwood (Solihull)

2002 - 2005

Freelance Graphic Designer

Disciplines:

Corporate and Brand I.D., Design for Digital Media, Design for Print, Product Design, Retail Store Design, 3D Modelling & Architectural Illustration, Packaging, P.O.S., Biological Illustration, General Graphic Design, Information Graphics.

Clients:

Coors Brewers, Boots, M-XS Men’s Accessories Ltd., Ultra Electronics, 360 software

Achievements:

From 0 turnover to well over my previous salary the first year of trading.

1999 - 2002

Media Maker Limited - Design Manager

Disciplines:

Multi-Media design solutions including Internet, Intranet and CD-ROM/Browser Presentations and Selling Aids

Clients:

Coors Brewers/Bass Brewers, Boots, Coats Viyella Branded Menswear, Sirius, Marsh Insurance, ACE, ASP Lexicon, KLM, Crookes Healthcare, Softcard, Ufulfill, SR Mainstream, Comrac, Geest, Pure Beauty.

Cont'd:

Achievements: Instrumental in creating and developing MediaMaker from Conference Management business to Multi Media Business.
Developing Bass Brewers intranet, the first major corporate intranet in the UK - winning multiple industry awards.

1997 - 1999 Freelance Graphic Designer,

Disciplines: Corporate I.D., Brand Design, Packaging, Intranet, Internet, Sales Aids/POS, Print

Clients: Newell (formally Swish), J S Burnett, Media Maker, Stratton, Maber Associates, Lobo Systems, Dyna-Tech, Bordelles Bistro, Slik Screen Printers, National Rivers Authority, Nottingham County Council

Achievements: 3 very successful years- ending in an offer I couldn't refuse.

1996 - 1997 Laughton & Sons – Design Manager

Disciplines: Brand Design, packaging, POS, Print

Clients: Sainsbury's, Superdrug, Lloyds Pharmacy, Boots

Achievements: Successfully re-launching the Lady Jayne brand in the UK and subsequent increased sales. Responsible for developing and extending the own brand ranges for J. Sainsbury, Superdrug, Lloyds Pharmacy & Boots.

1990 - 1996 Raleigh Industries Ltd – Design Manager

Disciplines: Conceptual Design, Product Design, Graphic Design, Paint Development, Fashion/Colour Advisor, Corporate I.D., Information Graphics and Signage, Clothing Design

Clients: Raleigh Industries, Raleigh International, Special Products Division, Gazelle, Derby Werk, Parts and Accessories, Federation of European Cycle Manufacturers

Achievements: Numerous best selling bikes; awards for bike of the year and best innovation; introducing oversized tubing to the mass market; the MAX & EXTREME ranges; introducing labelling & branding of specific engineering features ie: energiser seat stays; influential on the development of iridescent and other unique paint effects making Raleigh an industrial/design/product leader.

1989 - 1990 St. Regis Packaging Ltd – Senior designer

Disciplines: Packaging Design, National and International Client Liaison, Technical Advisor

Clients: Kodak, Proctor and Gamble, Lever, Colgate/Palmolive, Fissons, Heineken, Stella Artios, Boots, Spillers

Achievements: Responsible for developing the take multi-pack handle - integral reinforcement tape. – winners of the 1999 gold starpacks award – increasing sales and profitability

1985- 1989 Alexander Colbear – Advertising – Junior Designer

Disciplines: Creative Visuals, Graphic Design, Layout, Information Graphics, Press Design

Clients: Lowe Homes, Costian Homes, Co-op, Thrifty, Nottinghamshire Building Society, Baskills, Refuge Assurance, Easi-Bind International

Please see my Personal Profile for additional details