

**Senior graphic designer with studio management experience.**

12 years in the industry, spanning graphic design, web design, web development and illustration.

---

## WORK HISTORY

---



### **Mid-Senior Designer, Action on Hearing Loss**

December 2015 – Present

#### **Art Direction**

- Briefing and overseeing work with freelance designers and external agencies.
- Design lead for new charity website project – involving consultation, briefing external design agency on branding, and leading UX review on major web forms.
- Commissioning and on-site direction of photoshoots.

#### **Print Design**

- Includes annual reports, magazines, large-scale banners, merchandise, posters, photoshoot props for Parliamentary hearings, series of information leaflets and accompanying material for the charity's first TV fundraising campaign.
- Liaising and negotiating pricing with printers.

#### **Digital Design**

- Social media assets supporting campaigns, fundraising and commercial.
- Visuals for Deaf and Tinnitus Awareness Week campaigns.

#### **Branding**

- Involvement in development of new charity brand (launched in Nov 2015).
- Developed brand and usage guidelines for photography, video and digital.
- Refined and developed over 50 variants of the charity logo for different regions and usages.
- Developed various stationery templates for professional print and web-to-print.

#### **Video**

- Filming, editing and subtitling of short English and British Sign Language videos.
- Art direction of external film production.
- Editing external footage to match charity branding.
- Research, purchase and setup of equipment to create a permanent filming studio.

#### **Illustration**

- Developed a suite of over 100 icons, in multiple colourways, for use across print and digital.
- Various spot illustrations and infographics for print and digital.

#### **Studio Management**

- Filled a 4-month gap in studio's management role with day-to-day maintenance of studio working.
- Included hiring freelance designers and scheduling work, managing image library assets, Mac IT support, and stock management.

#### **Asset Management**

- Creative lead responsible for collating and migrating existing assets to new online image library.

#### **Training**

- Deaf Awareness.
- Basic British Sign Language (aimed at the workplace).

## WORK HISTORY (CONT.)

● **Middleweight Designer/Artworker**  
**Action on Hearing Loss**

September – December 2015

● **Freelance Graphic Designer**

October 2005 – Present

● **Lead Web/Graphic Designer**  
**and Web Developer**

**Awake Media Productions Ltd**

May 2010 – September 2012

● **Junior Graphic/Web Designer**  
**Creative Eye**

October 2004 – October 2005

## KEY SKILLS

- Accomplished in the use of the Adobe Creative Suite (up to CC 2017) — Photoshop, Illustrator, InDesign, After Effects, Dreamweaver.
- Adept at working alongside digital developers to design for web, mobile and tablet platforms.
- Development experience — HTML5, CSS3 (and SASS), PHP, jQuery, WordPress themes and plugins and responsive design.
- Experience in video editing and motion graphics, through use of After Effects and Flash, with experience in animation techniques and theories.
- Experience in the Microsoft Office suite, including PowerPoint, Word and Excel.
- Founded [Yo Illo](#), a monthly illustrator meetup group, now into its seventh year, running in London and Berlin.
- Co-organiser of Yo Illo Talks, a quarterly series of illustration talks, now into its second year, hosted at Ustwo Shoreditch.
- Basic British Sign Language.

## CLIENTS INCLUDE

**Nestlé**

**MTV**

**Nickelodeon**

**Namco Bandai Games**

**House of Fraser**

**Birkbeck University**

**Pottermore**

**Brandwatch**

**Beach London**

**Ohh Deer**

**Walkabout Foundation**

**Rockwool**

“Rob is a very talented ... designer, and I would thoroughly recommend him — he’d make an excellent addition to any team, with a great work ethic, boundless enthusiasm and real passion for what he does.”

**Daryl Wood**  
**BBC Worldwide**

“As Marketing Director for Walkabout Foundation, I found him very easy to work with. Flexibility and time management were key. We have already started working with Rob on ongoing projects. I would not hesitate in hiring him for future work.”

**Stefanie Haigh**  
**Walkabout Foundation**