

JAMES LAW

WEB & GRAPHIC DESIGNER

I am a passionate and creative individual with an enthusiasm for design, contemporary culture, typography and new technology. Constantly seeking new and interesting sources for creative inspiration, I am a meticulous person with an eye for detail and quality. I am a good communicator with an easy going character, thriving on the interaction of working closely with others and achieving exceptional results through teamwork. Whilst being a dedicated team player I am self motivated, organised, loyal and highly driven.

I would like to apply the wide range of skills I have gained to succeed in a further challenging and creative role which would demand hard work in exchange for feeling the satisfaction of attaining results which clients and myself are thrilled with.

- » Industry experience in graphic design for print and web
- » Skilled operator of PC and Mac operating systems
- » Publishing software Quark XPress version 6.5 – 7 and Adobe InDesign CS5
- » Experienced producer of high quality print ready documents and promotional material
- » Highly Experienced in Adobe/Macromedia software up to Adobe Creative Suite 5 - Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, Acrobat
- » Responsible for the creation of websites from concept, through to publish - from HTML sites & Flash driven interactive media to fully functioning PHP driven e-commerce stores & Wordpress sites
- » Command of Actionscript, HTML, CSS, PHP languages
- » Continued study of Java/Javascript language
- » Extensive expertise in manufacturing, construction methods and materials

EMPLOYMENT

Entamedia

Graphic Designer [May 2008 – Current]

PRINT WORK

- » Use of a combination of Photoshop and Illustrator to produce high-quality imagery and improve photography ready for use in printed material.
- » Production of a full range of printed media; brochures, product catalogues, promotional magazines, letterheads and business cards.
- » Organisation of print; ensuring all artwork is optimised for a range of printing methods from in-house to larger runs of digital or litho print.
- » Responsible for creating adverts and front covers used in leading IT industry publications, such as 'PC Retail', 'MCV Entertainment' and 'Comms Business' magazines.

EMAIL MARKETING

- » Production of 3-5 email marketing newsletters per week sent to Enta customer databases (3000+ recipients) and a range of industry IT buying groups.
- » In depth knowledge of the capabilities and limitations of using HTML to produce eye-catching and imaginative designs which look correct when viewed in all email clients and browsers, and achieving a click-through rate of 10% plus.
- » Completion of marketing activity to very tight deadlines while maintaining a very high level of accuracy.
- » Consistently ensure that all artwork is highly presented, yet optimised for file size and speed without compromising quality.
- » Using a combination of HTML, CSS Styling and Adobe Fireworks for artwork and styling.
- » High level of input with the marketing team to decide on concepts, promotional ideas and email content.

WEBSITES & E-COMMERCE

- » I have worked hard to produce a growing portfolio of websites for various clients in many different fields and market areas.
- » Regular production of web advertising banners for product promotion within entaonline.com.
- » Design of web advertising and graphics for external industry websites including PC Retail (www.pcr-online.biz)
- » Passionate about the development and strengthening of the look, style and functionality of my websites, keeping up-to-date with the evolution in web technology and working closely with developers to create a greater user experience.
- » Use of Dreamweaver CS4 to update files and upload content.

Lionart

Junior Designer [June 2006 - May 2007]

ACHIEVEMENTS & RESPONSIBILITIES

- » I assisted and soon became responsible for producing high quality print and exhibition materials to well known clients such as English Heritage, The Thinktank & The Oxford Studies Library.
- » Design through to creation of brochures and promotional material, including image manipulation.
- » Copywriting, proof reading content and overseeing print for significant nationwide clients.
- » Creation of websites and interactive web-based content.
- » Initial design, manufacture and installation of custom made exhibition furniture & fittings for high profile public spaces, including television set design.
- » Supporting company accounts and compiling invoices and tax statements.

Somebody's Front Room

Furniture Designer / Manufacturer [January 2005 - April 2006]

Somebody's Front Room was a furniture design workshop I set up as a small business to produce high-quality furniture and fittings for sale to the public.

ACHIEVEMENTS & RESPONSIBILITIES

- » Day to day running of a successful, fully equipped furniture and fittings design workshop.
- » Design and manufacture of items using a wide variety of modern techniques, tools and materials.
- » Accomplished in business planning and fund application, successfully being supported by 'The Prince's Trust'
- » Experience in business start-up, management and compilation of Self Assessment tax records.
- » Involvement in projects with local community arts groups.
- » High level of involvement with customers, ensuring their complete satisfaction with the finished product.
- » Greatly experienced in all aspects of home improvements, including flooring, tiling and fitting of bathrooms and kitchens.

TRAINING & EDUCATION

Stourbridge College, Brook Street, Stourbridge [September 2003 - July 2004]

Diploma in Foundation Art & Design - Distinction

AS Level Critical & Contextual Studies

EDS, Matheson House, Telford, Shropshire [August 1999 - February 2002]

NVQ Level 2 & 3 - IT Software Development

Oracle Database Administrator Certified Professional Qualification

Codsall High School, Codsall, Wolverhampton [September 1997 - June 1999]

4 A-Levels - Graphic Design & Communication, Business Studies, Mathematics & General Studies