



Anna Strawson
Graphic Designer

Curriculum Vitae

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About

With a can-do attitude and positive characteristics such as patience, commitment, enthusiasm, conscientiousness, good natured, with a friendly disposition. Has a passion for creativity and a keen interest in continuously updating and improving knowledge and awareness of art and design, layout and production techniques and trends. Enjoys embracing in positive collaboration with others, with an ability to work individually or as part of a team. Willing to participate in all working activities and a proactive approach to work within a studio.

Proven track record for producing excellent graphics that clearly communicate information, ideas and proposals. Generates original thinking and compelling, commercial ideas. Highly proficient knowledge of the latest version of Adobe Creative Suite in particular InDesign, Illustrator and Photoshop. Evidence of attention to detail, which is complimented by strong layout skills with a fantastic sense of grid and form. Ability to multi-task, organise and can keep a tight design schedule, no deadline is too challenging and able to retain a calm head under pressure. Having 20 years experience in the profession of graphic design, good file management and great organisational skills, communication, interpersonal and time management skills have been acquired. Ambitious and a desire to strive to always improve skills in graphic design and the working environment.

Courteous and helpful to all team members and professional with clients and troubleshooting to resolve issues, showing flexibility and adaptability. Experienced in using good interpersonal skills to support senior colleagues to build confidence and respect of a creative studio within a wider organisation. All with an important sense of humour and professionalism and ensuring a proper standard of professional conduct is promoted and maintained at all times.

Qualifications

2001 - BA (Hons) Graphic Design,
Bath Spa University College

2001 - Member of the Institute of Typographic Designers (MISTD)

Professional Experience

- **2018 - Present**
AJS Graphics
 Freelance graphic designer
- **2018 - 2021**
Creative Exterior Solutions, Cardiff
 Sub-consultant senior graphic designer and project manager
- **2001 - 2017**
Nicholas Pearson Associates, Bath
 In-house senior graphic designer

Specialist Expertise

01 Software Applications & Platforms

- InDesign ●●●●●●●●●○
- Illustrator ●●●●●●●●●○
- PhotoShop ●●●●●●●●●○
- Acrobat ●●●●●●●●○○
- Microsoft Office ●●●●●●●●○○
- PowerPoint ●●●●●●●●○○
- Windows ●●●●●●●●●○
- Mac OS ●●●●●●●●●○

02 Knowledge/Skills/Experience

- Grid and layout ●●●●●●●●●○
- Typography ●●●●●●●●●○
- Photography ●●●●●●●●●○
- Marketing campaigns ●●●●●●●●●○
- Creative process ●●●●●●●●●○
- Brand identity guidelines ●●●●●●●●●○
- Image creation/illustration ●●●●●●●●●○
- Web design/SEO/analytics ●●●●●●●●○○
- Printing processes ●●●●●●●●○○
- Collaboration ●●●●●●●●○○



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TYPOGRAPHIC AND LAYOUT DESIGN

A good knowledge of typography with strong type setting and layout skills. Strong conceptual thinking based on strategic and tactile approaches. Good initiative and problem solving. Highly proficient in art working and preparing design for print including good pre-flight process knowledge. Experience in creating brands and following brand identity guidelines for clients when creating artwork and designing layouts for multiple output formats. All with a with a keen eye for detail.



LOGO DESIGN AND BRANDING

Competent in the process of designing brands and logos. Understanding of the role of design within brand architecture and how to deliver a brand experience across a full range of physical and digital media. Involved in the process of building a brand for companies to help their target market to quickly identify their organisation, and give them a reason to choose their products or services over the competition's. Experience in creating brand guidelines and acting as a brand guardian which involved advising colleagues, suppliers and working teams on the correct use of a brand when required.



ADVERTISING, MARKETING AND PROMOTIONAL DESIGN

Experience in brand development and creating an in-house style for a company's marketing materials and ensure brand consistency is maintained. A thorough knowledge of design and print of promotional material including brochures, leaflets, posters, signs, postcards, desktop calendars, advertisements to promote the company and desktop publishing of tender documents.

Experience in digital creative solutions for marketing campaigns for both not-for profit and profit organisations. Developed online strategies with the goal of promoting a business' product or service by increasing engagement, traffic and conversions using social media. Managed and administered multiple businesses and charitable/fundraising facebook pages. Increasingly finding the need to research and consciously focusing on evidence-based design to research user needs and behaviours, particularly their interaction with visual communication.



GRAPHIC PRESENTATION/INFORMATION DESIGN

Experience in Adobe Illustrator and Adobe Photoshop, used to create illustrative plans and conceptual mapping for landscape, environmental, habitat and planning purposes, also use to create eye catching imagery for logos and imagery to use within all graphic design formats. High level of proficiency in InDesign with a keen eye for detail and layout to create a range of materials including leaflets, brochures, exhibition stands, posters, CD labels and multi-page documents. Proficient in PowerPoint to create creative presentations.



PHOTOGRAPHY AND DIGITAL IMAGERY MANIPULATION

High knowledge and experience of photography using digital cameras and file formats that digital photographs can be taken. Awareness of the pros and cons of each file type when downloaded. Proficient and experienced in using Adobe PhotoShop for imagery manipulation to create a visually enhanced image using colour grading. If required experienced in scanning.



REPRO, OUTPUT PROCESSES AND FINISHING TECHNIQUES

A sound knowledge of reprographic processes combined with an understanding of print and pre-press production. Experience and ability to co-ordinate work from concept through to final output either by exporting electronically or sending to print. Experience checking printing proofs before final print run or passing jobs on press. Also knowledge in finishing techniques to give artwork and documents a professional finish.



WEB DESIGN

Knowledge of HTML and CSS, Dreamweaver, Wordpress, Wix and other cloud-based landing page solutions that helps users create and manage websites. Realisation of Google Analytics and SEO to enhance websites search engine ranking. Have been guardian of websites and made edits and amendments using various content management systems.



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Professional Experience

2018 - Present

AJS Graphics

Freelance profitable graphic design projects

Founder of graphic design company which specialises in logo design, company branding and promotional materials for small businesses. Increased portfolio by gaining and completing a variety of graphic design projects in broad spectrum of formats and outputs. Principle client to date was:

2018 - 2021

Creative Exterior Solutions Ltd, Cardiff

Freelance sub-consultant graphic designer responsible for project management and graphic preparation. Worked closely with, and under the direction of, the director of CES and mentored and worked alongside other freelance personnel on a variety of creative and design related projects. Using Adobe Creative Suite assisting and supporting CES to create eye catching graphics that formed part of their clients marketing and promotional materials for their products. CES key clients were housing developers and City Councils.

2016 - 2020

Freelance voluntary graphic design projects

Whilst on a career break to raise a family and since working as a freelance graphic designer I felt it was important to involve myself in the community I live. This was achieved by supporting local community and charity projects and consciously offering graphic design expertise to help retain my graphic design skills and knowledge. The local community and charity projects were supported by:

- 01 Benger Bears Pre-school - Social media, promotional materials and updates to their website.
 - 02 Fireworks display event (Benger Blaze) - Website, Social media and promotion/marketing.
 - 03 Sutton Benger Arts Festival (BArts) - Logo design, print marketing materials, digital promotion of the event.
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04 Benger Gourmet Burgers - Branding, Online and printed marketing/promotion, online ordering system.

05 Sutton Benger History Trail - Assist in researching into the history of the village, assess the target audience, project manage the production of an app, promote the history trail app.

2001 - 2017

Nicholas Pearson Associates, Bath

Started working for Nicholas Pearson Associates as junior graphic designer within the companies in-house creative studio and gained promotions up to senior graphic designer. Graphic Design was considered a critical component in the clear communication of the company's ideas and solutions in all areas of work which led to being able to work on a variety of projects that required a broad spectrum of formats and outputs.

A major project was to design new branding strategy leading to improved brand experience across a full range of physical and digital media. Brand guidelines were created and was responsible for acting as a brand guardian which involved advising colleagues, suppliers and working teams on the correct use of a brand when required. Was responsible for standardising all document layouts and styles and involved in the appearance of all company reports including project reports, design concept reports, tender proposals and company promotional literature. Leading the marketing strategy led to the creation of completely revised layouts for branded marketing materials across various formats and outputs both physically and digitally.

Good design practice was always upheld and had to support Senior colleagues and responsible to mentor junior designers. The role included holding 1:1 catch ups with a direct report and had to support the juniors progress and professional development. Used good interpersonal skills to support senior colleagues, to build confidence and respect of the company's creative studio within the wider organisation and to promote the service of graphic design to clients. Had a lead role to ensure consistent working practices were followed and on organising many file structures and promoting and ensuring that work is stored in the correct agreed way to ensure maximum



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efficiency at all times. Had to collaborate with colleagues, stakeholders, and clients. Participated in all working activities within the office, and was flexible if project work allowed and directors approved to work on graphic design projects outside of the company for senior management. This role within an in-house design studio provided experience in working across a range of projects (print and digital) for a broad selection of clients such as:

Highways Agency, National Trust, English Heritage, South West Water, Environment Agency, Dyson, Land Registry, Natural England, Duchy of Cornwall, Bath Spa University and so many more.

Design formats and outputs worked on for clients: interpretation signs, exhibition boards, signage, posters, postcards, individual project brand design, report and document layout, brochures, leaflets and flyers.

NPA branding and marketing materials and formats included:

Tender submissions design and documents, website, presentations (PowerPoint), capability and resources brochure, C-fold brochure (A4/A3 Flyer), service sheets (individual sheets to be able to pick and choose), sector sheets (Individual sheets to be able to pick and choose), project example sheets (more dominantly text than images), image project example sheets (more dominantly images than text), letterhead and compliment slips, business cards, CV's (a summary version and full CV), front cover template for company reports, newsletter, desktop calendar, postcards, posters, interactive CD, promotional giveaway's such as pens, umbrellas, USB sticks and scale rules.

A pdf of a selection of my portfolio has been uploaded as a file attachment also extracts of my portfolio can be seen at www.ajs.graphics/portfolio.

Pastimes and Interests

