



Andrew George

Graphic Designer

CONTACT



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AndyGeorgeDesign

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KEY SKILLS

Great at working in a diverse team

Taking on feedback

Ability to work independently

Able to pick new software up quickly

Ability to lead a project through to delivery

ABOUT ME

I am a passionate and experienced designer who embraces learning new skills, techniques and different areas of design. With strong communication skills, a positive outlook and the ability to pick new things up quickly I feel I would be an invaluable asset to any design team.

EMPLOYMENT HISTORY

May 2018 - February 2020 Learning Nexus – Digital Graphic Designer

In this job I was tasked with creating eye-catching, creative and engaging e-learning.

This included:

- Creation of unique design routes for each project
- Storyboarding from lesson plans and scripts
- Working in multifunctional teams to scope and design projects
- Asset design and creation
- Use of multiple authoring tools
- Animation and video creation and editing

During my time here I completed work for some large international companies such as Honda, Allianz, The Scottish Government and Rapiscan (a global airport scanner producer). I was also given the opportunity to play a lead role in our course re-refresh project, which also included the creation of marketing tools for the course range release.

Aug 2017 - May 2018 Meridian Speciality Packaging - Packaging Designer

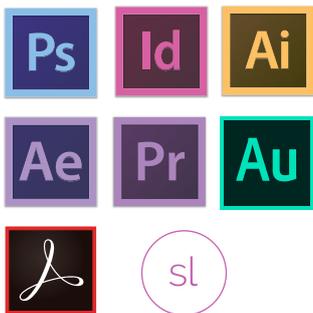
This role was a learning curve for me as I got to see the other side of the creative process. Daily tasks included checking of customer artwork before it is sent off to print for customers such as Harrods, Fortnum & Mason, Tesco and Aldi. It was key to have attention to detail, and an understanding of their brand requirements to ensure artwork was correct to their brand prior to production.

I was also heavily involved in the marketing side of the business and was able to offer the company knowledge and skills which they previously had been lacking. Some of the projects I worked on included:

- Creation of promotional flyers, pull up banners and a short animation for a new website launch.
- The creation of various promo pieces to run on our social media platforms, from specific offers to pushing the sale of packaging at Christmas time.
- Leading a project where myself and our work placement designer created a series of web banners for the site, this included creative direction on product photo-shoots which I set up.
- Re-designing the company newsletter which was sent to all staff each month, which received very positive feedback.

The largest project I undertook was developing new products. I had no real experience with packaging design prior to this role, so I had to learn fast and work with members of the team to share knowledge. This included working with a junior member of staff to develop her design skills for future projects.

SOFTWARE



EDUCATION

HND GRAPHIC DESIGN & COMMUNICATION MERIT LEVEL

Gloucestershire College
of Arts & Technology
2001-2003

A-LEVELS Inc. GRAPHIC DESIGN

Chosen Hill School
1999-2001

INTERESTS

Family
Gym
Cooking
Socialising
Cinema
Music
Netflix
Watching Sport

REFERENCES

Daniel Taylor
07815 118461

Gary Burt
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EMPLOYMENT HISTORY (CONTINUED)

Dec 2016 - Aug 2017 Corin Group - Graphic Designer

At Corin I was part of the marketing team for a global Orthopaedic Manufacturer. My tasks included:

A total re-designing the corporate newsletter which was distributed amongst surgeons worldwide. Liaising with departmental heads from the UK to Australia, making sure they delivered their copy on time. Arranging the printing and delivery of the newsletter magazine. Creating marketing literature for major events, flyers, stand graphics, and also digital animations. Design of surgical instruction manuals. Re-vamp of the internal corporate presentations. I received 3D Max training and as a result was able to create some very detailed medical imagery to support this. I was also able to extend my skills to video editing, as I was required to edit surgical videos (not for the faint hearted!)

One of the final jobs I had was to create artwork for the Marketing Department walls & also a new canteen space. I certainly feel like I left my mark there in a short space of time.

2004 - 2016 Northcliffe Media/Local World/Trinity Mirror - Multiple Roles

Working across various daily & weekly titles as well as magazines. I began here as an artwork designer for the recruitment team, tasked with creating stand out adverts for local businesses. I learnt how to work to extremely tight deadlines and how to come up with some catchy headlines! I later moved into other aspects of the business, working alongside the sales teams, editorial and strongly supporting marketing.

In 2005 I won Designer of the Year at our local award event. Which led to my role developing into more of a multimedia position, covering print and online. I attend face to face client meetings and was at the forefront of creating the initial set of websites for the event side of the business, which now has 30 events across the region turning over £1m yearly.

I also went on to lead the design team as Team Leader and mentor and develop two young designers, using my experience and knowledge to guide them and enable them to create the right design for the client. I dealt with managing the work flow and delegation of work, and as a result we became an efficient creative studio. I got more involved with larger client meetings and liaising with senior members of staff, presenting ideas and driving the re-brand of a niche magazine. I then went on to win Designer of the Year at the 2012 & 2014 Regional Awards, which was a great achievement for me.

Latterly my focus was on clients that spent over £10k in advertising, these have historically been difficult customers with set mindsets. However, on multiple occasions I managed to win pitches with my designs and the rapport I built with them.

Freelance Design

As a freelancer I am able to offer clients a more personal service, taking away the middle man. This includes a bi-monthly magazine, client re-brands, exhibition graphics, flyers, digital advertising such as Facebook & Twitter adverts.

University Tutoring

I was asked by a colleague to deliver 2 sessions of Photoshop tutorials to students at Worcester University. They were doing a Journalism Design course so I tailored the sessions around how Photoshop can be best used in magazine production, from pre-press checks (CMYK imagery not RGB) to teaching them how to cut out images correctly & then using them as part of a montage and within their magazine layout design. This was a very rewarding experience and something that I was incredibly proud to have been asked to do, having been in their position when I was at college I understand the importance of having a professional offer you that kind of advice.