

# susan GRAPHIC DESIGNER davies

## **I'm a senior designer looking for a new challenge..**

With over 10 years design experience under my belt I have had plenty of time to learn that good design is about much more than position of type and image, it's also about appropriate tone of voice and developing engaging ideas that are capable of leading future trends.

curriculum vitae of Susan Davies  
Date of Birth: 9th January 1976

t: 01656 865754

m: 07874 910439

e:pointblankcreative@tiscali.co.uk

a: 26,Wimbourne Crescent,  
Pencoed, Bridgend. CF35 6SR

[www.pointblankcreative.co.uk](http://www.pointblankcreative.co.uk)

## **What I've Learnt along the way**

### **Secondary School Education**

Bryntirion Comprehensive - Sept 1987 to June 1994

**G.C.S.E-** 9 passes Grades A - C

**A. LEVEL:** Art & Design, Biology

### **Further Education**

Mid Glamorgan Centre for Art & Design

Sept 1994 - June 1995

BTEC Diploma in Art & Design - June 1995

University of Wales College, Newport

Sept 1995 - June 1998

BA (Hons) Graphic Design - May 1998

## **Tools of the Trade**

### **Software skills:**

- Advanced in Photoshop CS3 and Quark Xpress 8.0  
Adobe Illustrator, Adobe InDesign, Adobe Acrobat,
- Macromedia Dreamweaver and Flash experience  
and I also have working knowledge of HTML.
- Competent with both MAC and PC platforms
- Advanced knowledge of Microsoft office software.
- Excellent typography skills.
- In-depth knowledge of design for onscreen use and  
design for the internet

### **Transferable skills:**

- Excellent communicator with effective presentation  
skills and experience of client contact.
- Good time management skills.
- Experienced in project management and idea  
development.
- In-depth knowledge of designing to preserve the  
environmental and environmental accreditations.
- Copywriting skills.

# susan GRAPHIC DESIGNER davies

## Where I am now

### Senior Designer graphics/web

*ORANGEBOX LTD, YSTRAD MYNACH. S. Wales*

### Dec 2006 - present day

I have worked at this vibrant forward thinking company for 2 years now and have found every second of my time here to be challenging and exhilarating. Orangebox Ltd designs and manufactures contemporary office seating and soft seating products.

I am based within the R&D department in Hengoed and I am responsible for all of the graphic design and web design work for the company. I work very closely with the Creative Director and I manage a marketing assistant. My design challenge begins when the R&D team have fully developed a new product ready for production. I then work with them to develop a marketing strategy for promoting the product. This includes anything from designing the main product brochure and technical document through to adding the product to our website and creating interactive user instructions. I've also had an involvement in the future environmental business plan, taking on Cradle2 Cradle design principles and applying these to the graphics and marketing department. I also contribute to monthly marketing meetings with the board of directors which involves presenting new design ideas.

## Where I've been

### Proprietor of Point Blank Creative - Self Employed

**March 2002 - Dec 2006**

I set up the business after securing a freelance contract to design a MOD magazine. Over the 4 years of being self employed I produced some interesting design work for a very varied client base, including a recruitment company, multimedia agency, Dara MoD and local Councils and Authority Establishments. I also co-published a city guide magazine called SwanseaLife magazine. This is a 100 page glossy magazine, for which I designed all of the page layouts, along with controlling the photography and print specifications, I also had input into the magazines editorial content and overall vibe.

My design work for clients also included designing corporate identities and company branding from letterheads and flyers to website design and web graphics and cd presentations. My strongest skill area is typography and layout design. During this time of running Point Blank Creative I built up a successful relationship with local printers and suppliers and I feel that the experience of being self employed has developed my communication and negotiating skills.

# susan GRAPHIC DESIGNER davies

## REFERENCES...

### **MRS P DAVID - GRAPHICS OFFICER**

DARA Graphics, Building 198,  
RAF St Athan, BARRY. South Wales  
Tel: 01446 798345

### **SHAMAINE ROBINSON**

Genesis Marketing, Porthcawl,  
Mid Glamorgan. CF36 5HY. Wales  
Tel: 0845 643 1361

## Where I've been - back to the beginning

### Graphic/web designer

*DARA GRAPHICS (MOD) RAF ST ATHAN,*  
**July 2001 - March 2002**

My role here was Graphic/web designer, I controlled and oversaw all incoming design briefs, this varied from large format design to logo design. I was required to support all departments within the company with all aspects of their design needs, including promotional posters/leaflets, monthly newsletters and reports, also I managed the design of a 48 page monthly staff publication called DARANEWS for which I was required to edit text, design layouts and oversee print specifications.

### Graphic Designer

*SPORTS PROGRAMME PUBLISHERS, CARDIFF.*  
**Aug 2000 - July 2001**

Previously employed here as a graphic designer I joined the company at the setting up of a new Cardiff based design office, I controlled all incoming design work on numerous client accounts and along with another designer we successfully managed the Cardiff office. I worked on the designs for national sports magazines along with club programmes.

## Promotional Graphic Designer

*UPLANDS MARKETING Ltd, SWANSEA.*

**Feb 1999 - Aug 2000**

I worked here as a promotional graphic designer, within the marketing department. I was required to produce POS, brochures, instore magazines and display graphics for all departments within the company, also to produce frequent press advertisements. There was a requirement for a great variation of design work to be produced in a high-pressured environment.

## What I've learnt along the way

- Dreamweaver Advanced Training Course including CSS - Bristol
- Advanced Digital Photography Certificate at Bridgend College
- Photographing People Certificate - Cardiff University
- NVQ Business Management and Communication,
- Colour Theory Course - Cardiff University

## What floats my boat

Most of my spare time is dedicated to all aspects of design and new media as well as photography. I also play the acoustic guitar, and absolutely love music.