

Experienced, creative graphic designer and illustrator with over 6 years in-house design practice within publishing and marketing roles. Currently looking to develop my creative skills further within the publishing sector.

KEY SKILLS & ACHIEVEMENTS

- **Over 5 years graphic design experience within B2B and B2C markets** - Production from initial concepts, through to design, proofing and printing, of all types of online and offline publicity material including: advertising, brochures, catalogues, posters, flyers, exhibition graphics, websites, web banners, and html e-newsletters, **working within a range of different brands and corporate guidelines, whilst still being able to express my own creative ideas.**
- **Project management** - Developed from initial discussions through to print, a 300 page pocket catalogue, incorporating: the design and layout of all pages, negotiating with the product management team regarding which products to include, proof reading, and liaising with external printers.
- **Willingness to learn** - Always seeking to keep up with the latest software developments and enhance my creative design skills. This has included over 10 years of using the complete Adobe Creative Suite up to CS5.5, and being trained to use bespoke CMS and e-marketing software. **In the past I have also received extra training in Adobe Flash (Intermediate Level) and Adobe InDesign (Advanced Level) by Vue Training Ltd.**
- **Team working** - As part of Tiptoe Collective worked on a 90m² wall mural for Mojo advertising in Dubai with two colleagues, creatively working together over the course of two months to produce the initial rough concepts, finalising the design, and planning the materials, with final freehand execution on walls over seven days onsite in Dubai. Worked in a team of three, alongside the clients team of 20+, to ensure the design was of a high standard, and was completed on time and within budget. As part of this experienced working with people of other cultures in a different country.
- **Excellent communication skills to establish good working relationships** - This includes working with clients, external suppliers and media agencies, as well as internal and external sales teams. Also some experience managing and delegating work to temporary members of staff within the department.

EMPLOYMENT

Miles Publishing *Graphic Designer* April. 2012 - Present

In-house designer at the publisher of Comms Business magazine, the UKs no.1 trade magazine for the voice, data, and mobile convergence channels.

- Monthly production of Comms Business magazine, layout of all editorial pages, news page, features, pre-press production of all advertising, in-house advertising, and final liaising with external printing company.
- Design and development of all marketing material (both printed and digital) for Miles publishing including: Comms Business Magazine, Convergence Summit events (twice annual trade show in North and South), Comms Business Awards, Channel Cloud Xchange, and any additional supplements and events throughout the year.
- Outsourced design service - offering my design skills to external clients, for the production of their advertising, marketing material, e-casts, and exhibiton equipment.

Greenery *Creative Assistant* Nov. 2011 - Feb. 2012 (Short term contract)

In-house creative designer within the communications department of a major UK oil supplier and logistics company.

- Production of all printed communications material including: presentations, brochures, KPI reports, and online perspective information packs.
- Updating and developing the Greenery website, including implementing a new advanced homepage, and creating new safety and environment sections.

The London Bridge Experience and London Tombs *In-house Graphic Designer* Full time: Nov. 2010 - Nov. 2011 (Freelance Nov. 2011 - April. 2012)

In-house print and web designer within the marketing department of a major London tourist attraction.

- Production from initial concepts, through to design, proofing and printing, all printed publicity material including: guidebooks, promotional leaflets, large scale graphics within the attraction and advertising.
- Updating and developing the London Bridge Experience website, improving the look & usability of the site, constantly developing and implementing search engine optimisation techniques, as well as monitoring google analytics for the site.
- Updating social media profiles for the attraction and implementing methods of increasing followers to these pages, across Facebook, Twitter, and LinkedIn.
- Designing and implementing e-newsletter campaigns, recording the results, and developing ways of increasing mailing lists.
- Full branding and design of all marketing material for the 'Buried Alive Ball', a new high end gala dinner presented by the London Bridge Experience, in aid of their new charity, supporting the performing arts in south London.

Weidmuller Ltd *Creative Marketing Designer* Jan. 2007 - Nov. 2010

Graphic designer and website administrator within the marketing department of the UK branch of a worldwide electronics company.

- Production from initial concepts, through to design, proofing and printing, all corporate promotional matter/literature, including: press advertising, press releases, exhibition stands and equipment, catalogues, brochures, flyers, e-mail and web banners, corporate gifts and point of sale material.
- Development of all company digital marketing material including: maintaining the corporate website using CMS software, the design and mailing of e-newsletter campaigns, collating email contact lists, and recording the KPIs of all these online activities.
- Coordinated all communications to the external sales team, and managed requests for information from customers, trade publications, and media agencies.
- Established and maintained an image library, involving: commissioning photography, purchasing stock photos and photo retouching.

EDUCATION

September 2003 – July 2006

Norwich School of Art and Design, St Georges St, Norwich

BA Hons Graphic Design (Illustration)

FIRST

September 2002 - July 2003

Kent Institute of Art and Design, Canterbury, Kent.

BTEC Foundation Art and Design

MERIT

September 1995 - July 2002

Borden Grammar School, Sittingbourne, Kent

10 GCSEs (A* to C grades) and 4 A-Levels (A to C grades)

TECHNICAL SKILLS

Experienced using the complete Adobe Creative Suite CS5.5 (Particularly Photoshop, InDesign, Illustrator, Dreamweaver and Acrobat, with competent knowledge of Flash, CSS, and Fireworks), Quark Xpress 9, and Microsoft Office. Also experienced using bespoke software including: CMSEdit, Cumulus and CRM.

ADDITIONAL INFORMATION

Tiptoe Collective *Partner* Apr. 2008 - Present

Founder member of Tiptoe collective, a freelance illustration collective focused on large scale public art, on average working on 1 to 2 projects per year in spare time outside of work hours. Clients have included AMV BBDO, London; Foyles/MacMillan; Queen of Hoxton, London; and Mojo Advertising, Dubai.

- Developed from initial concepts from rough designs, to final freehand large scale execution on walls, windows and stand up temporary displays.
- Hands on role with client interaction throughout, with project management including: budget, time frames, and material planning.
- Design and production of our own marketing material: mail/email shots, websites (www.tiptoecollective.co.uk and www.jamesnicholls.net) and literature.

Art is a major part of my personal life, I spend a lot of my spare time developing my own drawing and painting, which I have exhibited at various galleries across the country as well as visiting galleries and museums. Major influences on my work include Pop Art and the work of the Fauves, such as Matisse. Other than art, I am also an avid reader of books, newspapers and magazines. As a designer I believe it is very important to know exactly what is happening in the world, in current affairs and fashions, and the context to which my work fits in with all of this. I am also interested in travel and learning about other cultures. My other hobbies include listening to music, watching films and television, as well as swimming, competitive running, and long distance walking.