



A brand is
much more
than a logo

ABOUT ME

I am a self starting, creative thinker with a natural ability to push design forwards. I'm hard working, passionate and motivated to succeed both professionally and personally. I strive for excellence in my job performance, working hard to achieve and deliver outstanding creative work across all client projects. I can competently and confidently articulate creative work to clients.

I am able to effectively work to time sensitive deadlines independently and also within a team environment, overseeing projects from start to finish. I am proficient in the full Adobe Creative Suite and Microsoft office programs. My academic background and previous professional roles have equipped me with a high level of vital skills and a robust work ethic. I have strong communication skills and am able to establish interpersonal relationships with key stake holders across a business.

EDUCATIONAL QUALIFICATIONS

BA (Hons) · Graphic Design · Upper 2:1 · University Of Hertfordshire
National Diploma · Graphic Design · Distinction · Oaklands Collage
GCSE · 8 A-C Grade · Including Maths, English And Science

PROGRAMS

Creative Suite · InDesign · Illustrator · Photoshop · Flash · Animate
After Effects · Acrobat · Media Encoder · PowerPoint · Dreamweaver

CURRENT ROLE · Mid-weight Graphic Designer

RRDCreative · 88 · Wood Street · 3rd floor · London
EC2V 7QT · T: +44 (0)20 3047 5042 · www.rrdcreative.com

Current duties include

- Working with the Creative Director and Global Head of agency to produce creative design solutions in response to client briefs.
- Collaborate with client Account Directors to discuss briefs, ascertain project objectives and requirements of the project.
- Presentation of strategic, creative concepts to clients and implenting their feedback.
- Provide direction and feedback on projects being progressed by the team to maximize creativity and excellence in performance and delivery.
- Planning the strategic direction through to delivering innovative ideas.
- Overseeing the design implementation across multiple areas of the development process.
- Determine project scope including estimating and status reporting.
- Compiling, editing and providing strategic design rationale presentations.
- Continue to learn and develop skills based on current trends.
- Accurate completion and submission of weekly timesheets.
- Working across print, packaging, branding, video and digital.

Clients

Allianz · Aviva · Aviva investors · BA · Bentley · Dechert · Deutsche bank · Euler hermes · First Group · Goldman sachs · JLL · LaSalle Prudential · Schroders · The University of Edinburgh · Willis · Zurich



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PREVIOUS ROLE · Mid-weight Graphic Digital Designer

Inspire Digital · 114-116 · Fore Street · Hertford · Hertfordshire
SG14 1AJ · T: +44 (0)87 0870 5355 · www.inspire.co.uk

Duties included

- Responsible for the creative development of major client accounts across numerous industries.
- Concept development.
- Defining the brand's digital look & feel, and its interactions.
- Creating all digital marketing campaigns, this includes targeted campaigns, social media campaigns, re-targeting campaigns and print campaigns.
- Detailed visual UI design from the wire frame all the way through to execution.
- Design/execute responsive website design and landing page
- Defining the master digital design guidelines to ensure consistency across the design team.
- Overseeing the design implementation across multiple areas of the development process.
- Presenting of creative work to key stakeholders for sign-off.
- Management and mentoring of junior designers and interns in the creative team.
- Organising, planning, estimating and status reporting of creative design stream of work.
- Design and produce all artwork from campaign briefs and banner images.

PROFESSIONAL WORK EXPERIENCE

The Partners · Albion Courtyard · Greenhill Rents · Smithfield · London EC1M 6PQ · T: +44 (0)20 7608 0051 · www.the-partners.com

Inky Design · Pixmore Business Centre · Pixmore Avenue · Letchworth Hertfordshire · SG6 1JG

AWARDS

University Award · Awarded by the Dean of school · Most Improved

Collage Award · Awarded by the Head of school · Most Improved

New Designers 2014 · Exhibited three projects

The Dogs Bollocks Award · Awarded for my Homage to Bandstand

The Dogs Bollocks Award · Awarded for D&AD National Trust brief

The Dogs Bollocks Award · Awarded for the Taxi Studios Carlsberg competition brief

NOMINATIONS

Taxi Studios Fearless Academy · Carlsberg competition brief finalist

REFERENCES

References are available on request

CONTACT DETAILS

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