

From the simple, charismatic charm and witty wordplay of Alan Fletcher, the godfather of visual communication to the typographic teachings and trend setting styling of Dominic Lippa and Harry Pearce. Or the bizarre brilliance and self indulgent non-sense of Stefan Sagmeister to the modernist structure and understated beauty of Paul Rand. Graphic design is a fascinating discipline, a commercial tool and simultaneous art form.

The early years of my design education began with the adult kinder-garden that is Foundation Art at the Bournemouth Arts Institute. Here design meant painting hand prints in the park, burning letters into wooden paged books, stone laid footprints in rock pools and illustrating beaches with sea weed. A Graphic Design degree at the University College Falmouth followed and featured the inevitable decent into typography - every designers mistress of letter-forms and ligatures.

I find great design is born out of credibility, the objective and subjective components of honest, trustworthy content and the expertise of craft and execution. Like the readability of the leading between the lines or the lighting within a photo shoot and how these pieces of text and image can be married together with creative licence.

Living among the cafés, coffee shops and clichés of Christchurch. Plumen light bulbs dangle in pendants above the dining room table, Bertoia diamond chairs are draped in fur throws and a rosewood Eames lounge is home to an owl shaped cushion with button eyes. Recent work has led to an exposure, interest and respect for product design, architecture and photography.

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2011 to 2014
Make Studio
Graphic Designer

Working primarily with luxury and premium level architects, start-ups and media agencies. We achieved excellent growth when taken on by Garmin's EMEA department producing advertising, photography, print, point-of-sale and a range of videos with the award winning director Andreas Hafele.

- Experience of working with global giants, the likes of Garmin and ABB have provided a keen insight into working with tightly defined brand guidelines. As well as simultaneously juggling the requirements, deadlines, and requests from multiple clients both large and small.
- Many projects required conversing directly with the client, working together to create content, critique and self-manage the time involved.
- Always, always buy the biscuits with chocolate on.

2007 to 2011
Jumping Jack
Graphic Designer

Originally an event company, the whole business saw a major switch to design within 2 years. Working with brands such as: Whole Foods, Weight Watchers, Duchy, Lóreal, Garnier, Yardley and the Soil Association.

- Jumping Jack offered the opportunity to work on a range of material, creating packaging, web sites, brochures, leaflets, flyers, coupons, print ads, clothing tags, van vinyl's, exhibition stands and brand identities.
- Taught myself a lot of HTML, CSS and Java working with Dreamweaver by creating sites, making mistakes, fixing bugs and cursing internet explorer.
- Learned to work with minimal budgets, tight deadlines and a quick turn around of concepts and artwork.

2004 to 2007
Falmouth University
BA(Hons) Design

Highly respected for it's conceptual thinking and alternative teaching. Falmouth placed importance on the idea behind a piece of design. Nestled on the coast – the ability to surf, sail and a PADI scuba licence ensured a solid capability for a wet weather commute.

- Received a piece of paper with 2:1 BA(Hons) degree in Graphic Design written somewhere on it.
- Attended talks with the likes of Poke London, Carter Wong Tomlin and Lambie Nairn to name a few.
- Explored the length and breadth of Cornwall, from craggy rock to lonely hill stop. Surfed the waves, sailed upon them and dived beneath.

Ai: Merge the live paint, tweak the anchor point with a four button shortcut to a copied transform.

Id: Balance the ragged character styles on the baseline grid, convert to table cell within the nested master page. **Dw:**

Custom coded responsive Bootstrap CSS3 styled HTML, tweaked java in a meta tag SEO. **Ps:** Lens corrected layer on smart layer mask, colour profile setting to the flattened clone stamp. ⌘S.

I have a four button shortcut encoded into the muscle memory of my left hand. Thank you Adobe Creative Suite.

Adobe Illustrator CS6

Adobe InDesign CS6

Adobe Dreamweaver Cs6

Adobe Photoshop Cs6

After a few years of early study, several trips to Paris, South of France and a much belated trip to Euro Disney I can accurately state my HTML and CSS is much better than my French. Like much of web design, it's a self taught exercise in equal parts discovery, frustration and inquisitive poking of Java, jQuery and PHP. I have recently unearthed the secrets of the responsive framework Bootstrap and used this for my online portfolio, which is an accurate reflection of capability and personal style.

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