

address: 12 deepdene drive, dorking, surrey rh5 4ad //

mobile: 07941 053 909 // **email:** bluepixelfish@gmail.com // **web:** www.bluepixelfish.co.uk/fisher //

Personal Statement //

I am an intuitive thinker with a qualitative approach to creating forward thinking, creative and commercially aware design. A wealth of experience and a passion for design over the last 14 years demonstrates a strong working knowledge across print and digital media. A confident and engaging personality, I am now looking to work in an organisation that I can be proud of and passionate about, and in a challenging and fulfilling role that will capitalise on my strengths and skills.

Professional Experience //

Contract & Freelance - 2001-Present

Senior Designer/Creative Lead

- + Creative lead on projects for branding, web, advertising and marketing.
- + Production of visual assets for print and digital applications.
- + Team liaison and management of design procedures.
- + Client facing on pitches, briefs and presentations.
- + Sectors : property, financial, recruitment, engineering, media and consultancies.
- + Clients : Fiat, SSP, Detica, HBC Engineering, CBS Butler, Fox New Homes, Greenaway Residential, Peter Hughes Property, Design and media agencies.

Wates - 2009/10 (4 month contract)

- + Liaison on all content and deliverables with bid managers.
- + Design and artwork for pitch documents, brochures and presentations
- + Production and finishing of final documents.

Atkins - 2008 (9 month contract)

- + Marketing projects within the architecture department.
- + Design and artwork for HTML emails, presentations and leaflets.
- + Creation of pitch documents, brochures and client project books.

CTS Internet Development - 1998-2001

Creative Lead Designer

- + Art direction of all aspects of the creative process.
- + Creation of visual assets for digital and web applications.
- + Conceptualisation for external and internal projects.
- + Client liaison to ensure effective implementation of projects.

Crown Business Communications - 1996-1998

Middleweight Designer

- + Creation of visual assets for live events, print and websites.
- + Liaison with account managers on client projects.
- + Clients include: BP, Schroders, Spar, Wella, Highways Agency and UBS.

OmniMedia (UK) Ltd - 1994-1996

Junior Designer/Creative Assistant

- + Designed graphical assets for interactive educational games.
- + Creation of layouts, backgrounds and illustrations.
- + Editing of audio and visual content.

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Skills & Software //

A skill set covering art direction, branding, print, digital, corporate identity, advertising, signage, exhibition and illustration. Project management experience in the delivery of projects from interception to delivery.

Core Strengths

- + **Communicator** - engage and inspire an audience to look beyond just the conventional.
- + **Inquisitive** - consistently seeking better ways of communicating.
- + **Listening** - understanding different expectations and perspectives.
- + **Driven** - quietly ambitious within competitive situations.

PC and Mac literate with proven skills in InDesign, Illustrator, Photoshop, Acrobat Pro, Acrobat Distiller, Dreamweaver (html & css), Flash, Quark, PowerPoint, Publisher, Word and Outlook.

Higher Education Qualifications //

Higher Education - 1988-1994

Surrey Institute of Art and Design

- + Bachelor of Arts (Hons), Graphic Design
- + BTEC Higher National Diploma, Graphic Design
- + Commendation - Illustration, D&AD Student Awards

Reigate School of Art and Design

- + BTEC National Diploma, General Art and Design

Personnel Information //

Referees

Contact details supplied upon request

- + **Allen McCaskill** - Director - Media Solutions, Ericsson
- + **Emma Curtis** - Alignment Manager, Wates Construction

Personal Information

- + Date of Birth: 25/02/1971
- + Nationality: British

Interests

- + Badminton and cycling
- + Motorcycling and motorsport
- + Modern architectural design