

EDUCATION

University of Dundee - Duncan of Jordanstone College of Art and Design, 2003 – 2007

BSc Hons, Innovative Product Design

Achievements: Awarded First Prize in an NCR group competition focusing on service design

Bell Baxter High School, Cupar, Fife, 1997 – 2003

Highers in Art (A), Maths (B), English and Communication (C), Geography (C)

SKILLS

The course helped me acquire a large skill base, all of which are integral to graphic and product design. Some of these skills include: research techniques, user engagement, concept generation, brainstorming techniques, both illustrative and computer-aided visualisation, electronics, business, web design, and model making.

Computer skills

I am fluent in Illustrator which is a key tool in graphic and web design. Through the development of many websites I have become skilled in both Dreamweaver and Flash (both interface design and animation), and I have working knowledge of Photoshop, InDesign and Freehand. I am also familiar with some engineering software, including Pro-Engineer, Solidworks, AutoCAD and Pro-Manufacture.

I have experience in video editing, using iMovie HD and iDVD, and also combining flash animations with real-time video to create promotional videos for projects, including interactive DVD menus.

Working as a team

I am a good team worker and I am always willing and able to work with others. For example, during the NCR project, I designed and created an entire television guide and magazine within a three week period, with the team members working individually and collectively to achieve first prize in an inter-university competition.

During my employment with VITwebdesign, I was an important part of the design team, liaising with clients and colleagues to develop the specifications of each site. I was relied upon to provide our sales team with splash pages to secure potential clients. I was required to work to strict deadlines and prioritise between several projects which were often being developed in parallel.

EXPERIENCE

Designed promotional material and menus for a small chain of coffee shops in Fife and Dundee.

Designed promotional material, including a website, for University of Dundee exhibition at New Designers.

Designed a 100 page magazine called "Beatdom". The magazine is available as both PDF format and print-on-demand, so I needed to ensure its style would be conveyed as both digital and physical media. This mainly entailed typography and layout design, but I had freedom to add graphics where I felt they were required.

Worked part-time in graphic design for West Port Print & Design, which gave me valuable experience in designing various aspects of graphic design such as brochures, leaflets, letterheads, business cards, promotional material, documents, logos and advertisements.

Designed promotional and advertising material for East Fife Women's Aid.

Worked for VITwebdesign as Co-Head Designer. My duties included creating artwork and splash pages, logo design and branding, client liaison and project management. Unfortunately, after a few months, the company has financial difficulties and I left due to loss of income.

Currently working on a freelance project for a theatre company creating promotional material including a website, posters and flyers, as well as producing several logos. This material is to be widely distributed to help promote a performance that is showing as part of the Edinburgh Festival.

OTHER INFORMATION

Good health

Hold full UK driving licence

REFERENCES

Ms Polly Duplock
Course Director (Innovative Product Design)
Duncan of Jordanstone College
University of Dundee
13 Perth Road
Dundee
DD1 4HT
Tel.01382 385 361

Stephen Simpson
Director
West Port Print & Design
14a Argyle Street
St Andrews
Fife
KY16 9BP
Tel.01334 477 135

