

LIDIA KELLY

Essex • UK

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PROFILE

A creative, focused Graphic Designer seeking freelance work with a progressive organisation, where I can utilise my skills, knowledge and experience of graphic design and design for web.

TECHNICAL PROFICIENCY

Platforms: Mac OSX, Windows XP 2000

Adobe Indesign CS3	Adobe Fireworks CS3	HTML
Adobe Illustrator CS3	Dreamweaver MX	
Adobe Photoshop CS3	QuarkXpress	

SKILLS

- Strong organizational skills, and able to meet deadlines in a busy work environment.
- Ability to manage multiple projects independently and adopt changing priorities within tight deadlines.
- Influencing and strong communication skills with an ability to work across the business.
- Ability to develop and sustain close working relationships with team members, sales channels and external suppliers.
- A self-motivator, with a can-do attitude, and a willingness to learn new skills.
- Ability to carry design projects from brief to conclusion.
- Able to proof check artwork accurately.
- Able to troubleshoot through technical problems.

PROFESSIONAL EXPERIENCE

DENNEY & DENNEY - DESIGN AND BRAND CONSULTANTS
Freelance Graphic Designer - KUALA LUMPUR, MALAYSIA

OCTOBER 2009 - PRESENT DAY

- Project work on a freelance basis - participation of brainstorming sessions, development of copy/language working with the copywriter, through to in-house preparation of final mock-up for client presentation.

TRAIL BREAK GROUP

Freelance Graphic Designer - SALT LAKE CITY, UT, USA

MARCH 2009 - PRESENT DAY

- Freelance work for the creation of web wire frames and layouts, company brochures, power point slides, creation of graphics and other supporting marketing collateral such as FAQ's sheets.

SMART WEBSITE SOLUTIONS

Freelance Graphic Designer - SALT LAKE CITY, UT, USA

JANUARY 2009 - PRESENT DAY

- Creation of web graphics for use in new client website launches, work is ongoing on a freelance basis.

AMERICAN ACADEMY OF PROFESSIONAL CODERS

Freelance Graphic Designer - SALT LAKE CITY, UT, USA

SEPTEMBER 2008 - PRESENT DAY

- Responsible for web and email banner creations as well as graphic design for print based collateral such as brochures, flyers.

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BT CONFERENCING, MARKETING DEPARTMENT

Creative Graphic Designer - LONDON / QUINCY USA

JUNE 2007 – SEPTEMBER 2008

- Design and production of marketing collateral and media (such as direct mailings, brochures, newsletters, email campaigns, advertising, customer emails, etc.) Custom branded collateral produced for companies such as WHSmiths, Tesco, HBOS, O2, KPMG, and DPWN.
- Under direction of Creative Director, work closely with Senior Graphic Designer and Marketing Managers to conceive, design, and produce effective communication and designs that meet the goals of both internal and external customers.
- Hand-coding HTML, and CSS, for client emails using versioning software, COSS, and COSS testing.
- Participation in corporate meetings and other duties as assigned.
- Working on creative projects to a close, and dealing with all issues.

Key Achievements:

- Project to develop a 'Reduce CO2 Emission' poster campaign. I attended the Writer Copywriting training and applied a new copy writing style to the designs.
- Creation of welcome kit templates which reduced confusion, made the process more efficient, allowed US-based designers to work easily across region, and established a standard experience for the end user.
- Routinely received compliments, nominations, and awards for a job well done, establishing strong working relationships with major stakeholders.

BT CONFERENCING, MARKETING DEPARTMENT

Contract Graphic Designer - LONDON

FEBRUARY 2006 – JUNE 2007

- Quick turn around on mock-up designs, provided for the sales team when going to bid.
- General support to all members of marketing team with any design for print requests, and help with problem solving for Dreamweaver MX.

Key Achievements:

- In March 2006 BT launched new branding guidelines, I work in a team with other designers, to ensure the new look and feel is applied to all existing and new BT collateral. This has included all marketing campaigns, and all BT Conferencing display stands and posters.
- Design and creation for the BT Conferencing monthly newsletter, both internal and external.

CHEERS INTERNATIONAL TELECOMMUNICATIONS LTD, LONDON

Graphic Designer - LONDON

AUGUST 2004 – FEBRUARY 2006

- Poster, leaflet and flyer designs
- Designs for phone card front and backs
- Existing brand updates
- Brand re-designs
- Magazine and newspaper adverts
- Sourcing relevant imagery from on-line photo libraries
- All artwork preparation for professional printers

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EDUCATIONAL BACKGROUND

2008	GB Direct Professional Training. Website Design with Cascading Style Sheets. Certificate awarded.
2007	GB Direct Professional Training. Website Design using HTML and XHTML Standards. Certificate awarded.
2005	Web Publishing with Dreamweaver MX course completed at the Chelsea College of Art and Design, London.
2001 - 2004	Leeds College Of Art and Design BA HONS Visual Communications (2:1)
2000	Camberwell College Of Arts, London. Foundation Diploma in Art and Design (Pass)
1997 - 1999	Sacred Heart Of Mary's Girl's School A-Levels: Italian (B) Art (C) Business Studies (D)
1993 - 1997	Sacred Heart Of Mary's Girl's School 12 GCSE's A* - C Grade

References:

Nick Brown, Corporate Planning & Development
Denney & Denney (M) Sdn. Bhd.,
Email: nickb100yasin@yahoo.com

Audrey Morrissey, Senior Creative Designer, BT Conferencing.
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