

Theo Richards

Middleweight Graphic Designer.

Over 6 years of Studio and In-house experience.

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INFORMATION

A versatile Graphic Designer with a wealth of Studio, In-House and Freelance experience. My design work stems from a love for producing and developing clean, well executed design ideas through a variety of different media.

I have had the privilege to work with some truly exciting brands, notably the iconic Fred Perry. I've also been fortunate to work with conservation organisation The National Trust, a variety of educational institutions including Loughborough University, New College Nottingham and Wakefield College.

I've designed award winning work for The JORVIK Viking Centre. Working closely with various marketing and P/R departments I have also produced several seasonal brochure campaigns for Mansfield Palace Theatre and the Yorkshire Attractions Group.

In 2015 I was approached by former lecturers at New College Nottingham to give a series of industry talks and deliver new project briefs to young creatives based on personal industry experience. This led to me holding portfolio reviews and creative sessions for students to help them prepare for further education and the creative industry.

SKILLS

I have a strong understanding of the Adobe suite, in particular Illustrator, InDesign and Photoshop. In my current role I am part of the team that provides design and artwork support for the Fred Perry E-commerce site. This requires me to have a strong Photoshop skill level. My work includes: advertisements for online and print, high-end model photography re-touching and the on-going quality assessment of online visuals. The high level of detail required for the photography retouching has helped me to develop an excellent level of art-working and strong understanding of Photoshop and it's capabilities.

I have a good understanding of digital design requirements, often working closely with the development team, developing design concepts and producing visuals for the development team to replicate. Having used InDesign for over 10 years, I'm very familiar with the many short-cuts that improve time and work-flow and my understanding of the software is very good. Constantly using InDesign also allows my layout and typographic skills to continuously be developed. My skills include, but not limited to:

Mac OS, Photoshop, Illustrator, InDesign, Acrobat, Harvest, Slack, Microsoft Word, Excel, PowerPoint, Art Direction, Mood Boarding, Teamwork, Leadership, Communication, Time Management. CSS, HTML, Bootstrap 3.

WORK EXPERIENCE

De-Facto Design Limited

Graphic Designer - 3 Years (August 2015 - Present)

Motif Creative

Graphic Designer - 1 Year (July 2014 - August 2015)

Waters Baths of Ashbourne

In-House Graphic Designer - 2 Years (May 2012 - July 2014)

Freelancer

Graphic Designer - 3 Years (January 2009 - May 2012)

*References available upon request.

Selection of clients I've worked with:

Fred Perry, Lavenham, Nottingham City Council, Mid Wales Housing, New College Nottingham, Loughborough University, Wakefield College, New College Nottingham, The JORVIK Viking Centre, Mansfield Palace Theatre, Yorkshire Attractions, Waters Baths of Ashbourne and the Leeds Museums and Galleries group.

PERSONAL

When I'm not glued to my iMac, you can find me running around a football pitch (big Arsenal fan, don't judge me the glory days are long gone), creating delicious concoctions in the kitchen, watching Shark Week re-runs on the National Discovery channel or harvesting design resources and inspiration.

During my spare time I've been teaching myself HTML and CSS using the Bootstrap 3 platform, having designed and built a few websites that are now available online. I am keen to develop my digital knowledge further, and use my spare time to learn, practice and develop these valuable skills. I pride myself on my friendly approach, hard working attitude, willingness to learn and develop, my ability to work well within a team and of course my love of bad jokes.

EDUCATION

Nottingham Trent University

BA (Hons) Digital Media Design (**First**)

Nottingham Trent University

HND Foundation Degree Multimedia Design (**Distinction**)

New College Nottingham

BND Interactive Media (**Distinction**)

Haywood Comprehensive School

9 A* - C GCSE's