

STUART RUSSELL

Graphic Designer
design@stuartrussell.com
www.stuartrussell.com
My portfolio (30Mb)
0770 614 7597

VISUAL SUMMARY

I'm a designer with the imagination, skills and experience required to take on any brief you may have. Here is a visual summary of my career, clients and places of work. You'll see more at [my website](#), or if you download and print my portfolio (30Mb).

INFORMATION DESIGN



VISUAL IDENTITY

LITERATURE DESIGN

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PROFILE

SKILLS SUMMARY

I am an experienced designer, typographer, and artworker. I use most of the industry-standard software including Adobe Creative Suite (mainly InDesign, Illustrator, Photoshop, Acrobat, and Dreamweaver) and Quark XPress – I use other programs too. I'm familiar with Wordpress, working with bespoke CMS systems and can do some simple coding. I have a new iMac in my home studio.

LITERATURE DESIGN

At heart I'm a typographer and enjoy working with type and typographic structure for print and literature systems. I have designed a large range of sales, marketing and information materials including manuals, magazines, business and government brochures, newsletters, academic journals and award-winning annual reports.

WEB AND INFORMATION DESIGN

For Liberty Living and Brandeaux I have designed online campaigns and modifications to their web presence whilst maintaining websites through their bespoke CMS system. I have designed web banners, facebook pages, email newsletters and email campaigns. I have designed built and maintain Wordpress-based websites for local clients including Rosendale Allotments Association and South East London folk orchestra. I have designed and managed sign projects including the signing of Chartered Accountants' Hall in the City. I have developed a complete set of business icons for NatWest bank. I have designed information and fundraising campaigns for Battersea Dogs Home, the Brain & Spine Foundation and Ataxia UK. I worked with the Brand Manager, Visual Merchandisers and Creative Team at Debenhams on retail display projects, seasonal events and I created a range of templates and a manual for their bespoke ticketing system.

VISUAL IDENTITY

I have designed and implemented corporate identity and new branding schemes. For larger projects I usually either head or work with a team, eg: United Biscuits and Mott MacDonald designed at Banks & Miles, PPP healthcare identity and the 'A' monogram branding for Asprey designed at Smith & Milton. Smaller jobs I design and produce on my own eg. visual identities for local businesses, charity organisations, photographers or interior designers.

ARTWORK AND PRODUCTION

I do most of my own artwork, often for others too – I like to be thorough and accurate. I usually put simple mailshots together in Dreamweaver and have an understanding of html and css.

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REPORTS EXPERIENCE

SUMMARY, EXPERIENCE

I am an experienced designer, typographer, and artworker. I use most of the industry-standard software including Adobe Creative Suite (mainly InDesign, Illustrator, Photoshop, Acrobat, and from time-to-time Dreamweaver) and Quark XPress – I use other programs too.

REPORTS DESIGN, TYPESETTING, ARTWORK

I design, typeset and artwork annual reports, financial documents and fact sheets for FTSE 100 companies, small and medium size businesses, investment funds, Government organisations, NHS Trusts and health charities.

At heart I'm a typographer and I have always enjoyed working with type and typographic structure for print and literature systems. I pay attention to detail, combining clarity and accuracy to create reports tailored to each clients' needs. I like to think that after the initial review looking back at a year, I pay as much attention to the governance and accounts sections.

Prior to my design education I studied two years for ACCA certified accountancy foundation exams. I learned how accounts are put together, how to create and to read a balance sheet and profit and loss account. This general grounding has proved very useful in the years since as I have been designing, typesetting or artworking reports and financial documents.

I have worked with design groups including Banks and Miles, Smith and Milton, Imagination, Bostock and Pollitt, William Joseph, The Raffertys and CCHM / Hill Murray Financial Advertising on annual reports projects. I have also designed, artworked and overseen production of reports and other financial statements for clients of my own.

Between July 2011 and July 2013 I worked directly for Brandeaux Investment Fund Managers as Graphic Designer, based in their City head office in the Gherkin. Among my duties, for the five Brandeaux investment funds, I artworked interim and annual reports and monthly fact sheets for private distribution to Brandeaux' investors and to IFAs promoting the funds.

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ANNUAL REPORTS

SUMMARY, REPORTS

I have been designing, artworking, typesetting and overseeing print production of annual reports since I started working as a designer.

I design and/or artwork reports directly for organisations, I can also work as part of a Design team or as a Freelancer within an in-house Marketing department or Financial Advertising Agency.

2011–2013; Brandeaux' five investment funds, annual and interim reports (two years), also monthly fact sheets; artwork and production management.

2007–2008; RDF Media plc annual reports; artwork (two reports).

2006; Battersea Dogs Home annual report; contributions to initial themes and ideas and design of some layouts.

2005; Ataxia UK annual report and calendar; design, art direction, artwork and production management.

2004; Neurological Alliance annual report and 'Neuro numbers'; design, artwork and production management.

2002; City & Hackney Mind annual report; design, art direction, artwork and production management.

2001; DTI Food from Britain annual report; design and artwork.

2000; seven NHS Trust annual reports; Moorfields Hospital (also year plan for 2001), design and artwork; Queen Victoria Hospital, layout and artwork; Kings' College Hospital, design and artwork; Guys' & St Thomas', design and artwork; Oxleas, artwork; Hommerton Hospital, artwork; Queen Mary's Hospital, design and artwork.

2000; Imperial Cancer Research Fund annual report; artwork.

1999–2007; Westminster Mind annual reports; design, art direction, artwork and production management (eight reports).

1997–1998; NatWest customer booklets; design, design implementation, artwork and production management of literature explaining the complete range of the bank's services.

1994; Unity Trust Bank annual report; design and artwork.

1991–1992; Pearson plc interim and annual report; design, artwork and production management.

1991; Society for Worldwide Interbank Financial Transactions (S.W.I.F.T.) annual report; design, art direction and artwork. Winner of two Donside Graphic Design Awards (1991).

1988–1992; National Council for Vocational Qualifications (NCVQ) annual reports; account management, design, artwork and production management (their first five reports).

1987; Natural Environment Research Council (NERC) annual report; artwork.

1986–1987; WH Smith annual and interim reports; artwork for both in 1986; design and artwork in 1987.

1986–1987; City University annual reports; artwork and production management (two reports).

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CV

SUMMARY OF EXPERIENCE

Presently a Freelance Designer,
2000 to 2001 the Raffertys,
1993 to 2000 Freelance Designer.

AWARDS

Donside Graphic Design Awards;
catalogues and manuals gold and
special award for best design entry
from the UK, D&AD 1994 special
commendation (working with
Smith & Milton).

Donside Graphic Design Awards;
reports bronze and special award
for best design entry from Belgium
(working with Banks & Miles).

INTERESTS

The kids, travel, art, cinema,
photography, jazz, architecture,
walking the dog.

FREELANCE DESIGNER, October 2001 to present

I work from my home studio and at the premises of clients as well as freelancing for Design Groups, Advertising Agencies and in-house in Central London.

Working directly my charity, health and business clients include Ataxia UK, the Brain & Spine Foundation, Debenhams plc, Home Learning College, Liberty Living, King's College Hospital NHS Trust, Mind, Roy Brooks estate agents, the Royal Anthropological Institute and Simon Lewis photography.

I have worked in-house on long term design assignments (sometimes months, sometimes years) at Brandeaux, Debenhams, Dotmailer, Liberty Living, Home Learning College and for consultancies including Imagination, the Nest, TM Lewin, Us Designers and William Joseph.

I have also been a part-time tutor for typography modules for second year students on BA (honours) Graphic Information Design at University of Westminster.

THE RAFFERTYS, June 2000 to September 2001

This small company writes and designs literature, websites and brands. I was the 'design' part of the team working with the principal – a writer/editor/entrepreneur, the account manager and the business development manager.

FREELANCE DESIGNER, October 1993 to May 2000

I freelanced for Design Groups, Advertising Agencies, Public Relations & Marketing Consultancies and Publishers; designing literature, identities and information graphics. Companies I have worked for include 8vo, Banks & Miles, CCHM, Giltspur Communications, Great Circle, Landor Associates, Luxon Carrà, Marsteller Giant and Smith & Milton.

EDUCATION AND QUALIFICATIONS

UAL London College of Printing, Elephant & Castle, London SE1:
BA (honours) Media Production Design, grade 2.1.
Sevenoaks School, Kent: 'A' level Mathematics and Art.

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