

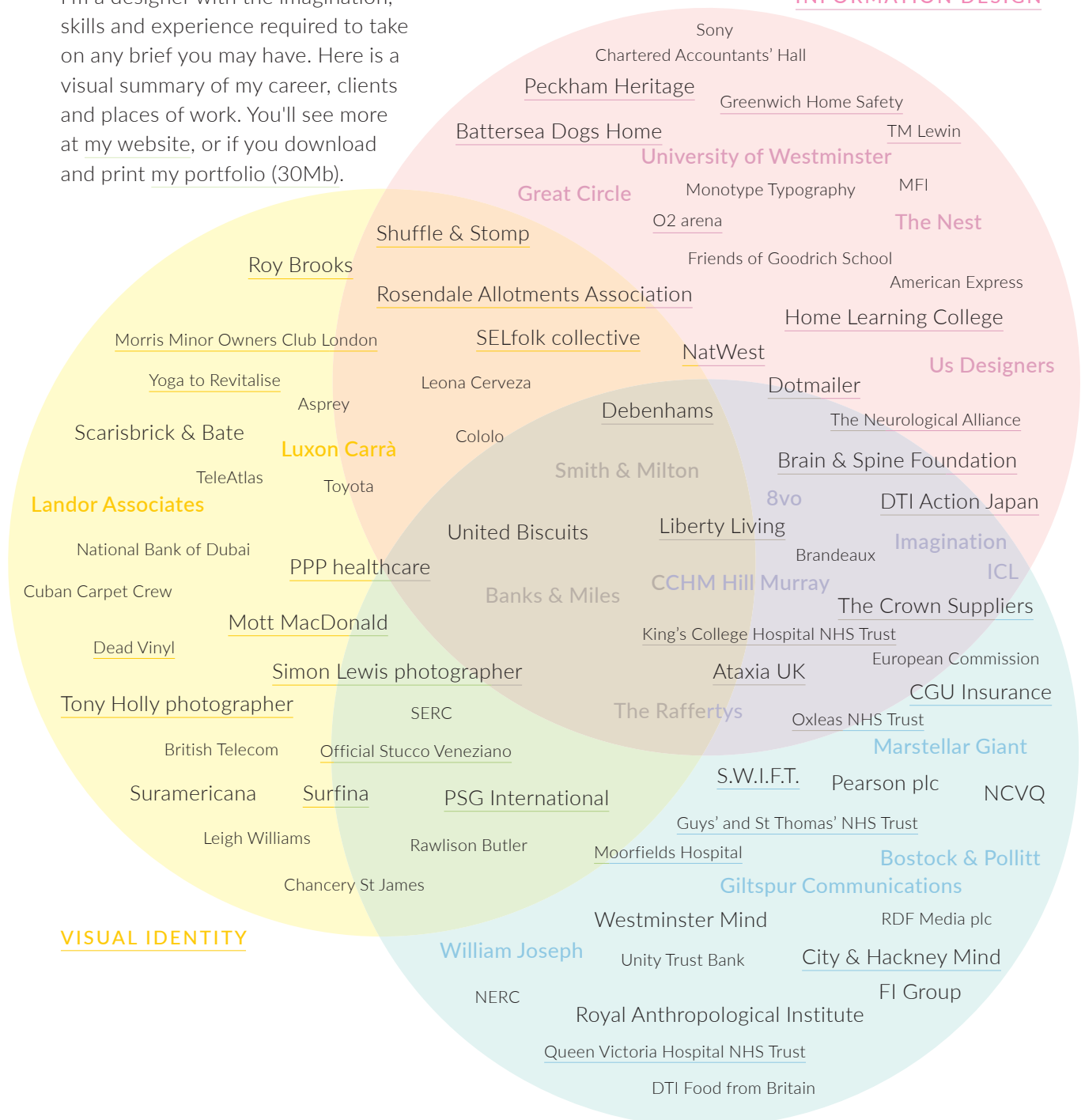
STUART RUSSELL

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 MS Office – I use other programs too. I'm familiar with WordPress, working with bespoke CMS systems and can do some simple coding. I have an iMac in my home studio.

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. I design working alone, eg. visual identities for local businesses, charity organisations, photographers or interior designers.

LITERATURE DESIGN

At heart I'm a typographer, I 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

Recently I designed and built a WordPress website for Peckham Heritage. 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 and created web banners, facebook graphics, email newsletters and email campaigns. I have designed, built and maintain websites for local clients including Rosendale Allotments Association and South East London Folk Orchestra. I have designed, specified and managed installation of signing at Chartered Accountants' Hall in the City. I developed a complete set of business icons for NatWest bank. I 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 the Creative Team at Debenhams on retail display projects, seasonal events and I created a range of templates and a manual for stores' staff who used the Debenhams bespoke ticketing system.

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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MAJOR PROJECTS

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As a freelancer I have often been called in to prepare presentations, one-off designs or to help cover for a short-term absence. I have also been involved in major projects over longer periods. Here are some of them.

LIBERTY LIVING, July 2011 to July 2013, and freelance since

In-house Graphic Designer for this City-based business which builds and runs UK student residences and a £1bn property portfolio. I am called back from time-to-time as their first choice freelance designer. For funders and investors I designed and produced information packs, fact sheets and reports. For students I designed marketing materials: print, website and online communications; social media for the brand including Facebook for each of the 43 UK student residences. I work from home and in-house for special projects (eg. acquisitions).

HOME LEARNING COLLEGE, March 2008 to November 2010

I worked with the Marketing Department during a period of transition from print to internet based marketing. I designed College marketing materials – visualising: prospectuses, joint websites, banners, solus emailers and special online campaigns, realising: briefing and over-seeing print and IT production.

DEBENHAMS CHRISTMAS, February to October 2007

Early on I worked with Debenhams Head Office on Christmas packaging artwork, to be printed in China. I then worked closely with the Christmas visual merchandising manager to write and produce manuals for stores and to design and artwork in-store collateral for the season. I helped organise and monitor production right through until Christmas was 'up' in stores.

DEBENHAMS BRAND IDENTITY, periods 2004 to 2006

I worked with the Debenhams brand identity manager on identity guidelines and in particular a new, simple style for ticketing, store directories and large format information graphics. I liaised with the in-house printer on a series of templates to produce information and price tickets in a wide range of sizes.

LANDOR ASSOCIATES, most of 1999

I worked on implementation of new brand identities for the National Bank of Dubai and TeleAtlas.

NATWEST, long periods during 1997 and 1998

I worked over an eighteen month period with Smith & Milton and appointed writers to design and produce customer booklets detailing all bank products and services for in-branch carousels.

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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,
special award for best design entry
from the UK, and D&AD pencil
'special commendation' whilst
working with Smith & Milton.

Donside Graphic Design Awards;
reports bronze and special award
for best design entry from Belgium
whilst 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, Peckham Heritage, Roy Brooks estate agents, the Royal Anthropological Institute, Simon Lewis photography and Southwark Council.

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 Communication, London SE1:
BA (honours) Media Production Design, grade 2.1.
Sevenoaks School, Kent: 'A' level Mathematics and Art.

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