

# alison scott

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## profile

I'm a graphic designer for both print and web with 20 years experience. I work from my own studio and in-house in a freelance capacity. I have extensive experience working in advertising agencies, publishing and marketing, ranging from finance to the arts industry in both London and Sydney. I work well independently or in a group and I'm able to handle high pressure situations and deadlines. I have a proven ability working with clients from the initial brief through to completion and I'm dedicated to maintaining high quality standards.

I have first-class creative, conceptual and problem solving skills with an in-depth knowledge of pre-press and printing processes. My artworking skills include fold-outs and roll-folds to billboard posters, packaging and beyond. I design user friendly, intuitive and engaging websites. My website designs are consistently direct and stimulating for your target audience. I'm a down-to-earth professional and great to work with. I see every job as an adventure.

## skills

Both Mac and PC based. Packages include: Photoshop, InDesign, Illustrator and Acrobat. I have traditional drawing skills, effective presentation and conceptual visualisation skills and copywriting experience.

## qualifications

GRAPHIC DESIGN DIPLOMA - CCG East Sydney [1996]

FINE ARTS DIPLOMA - TAFE East Sydney [1994]

ARCHITECTURAL DRAFTING DIPLOMA - TAFE Sydney [1990] - Architectural draftsman from 1988 - 1991

## employment history

### Centrepede Limited [April 2004 - present]

Graphic designer and artworker for print and web based in central London.

Hopkins Fabrics - fabric shop [website design]

Hoskins Hair - hairdresser [advertising, branding, logo design, POS and website design]

Soak - soap company [branding and logo design]

Simon Lia - cartoonist [website design]

Alison Rayner - sculptor [website design]

Pianissimokado - musical gifts [advertising, branding, logo design and website design]

DLG LTD - film costume services [logo design]

Sirius Technology Group - global recruitment agency [branding, logo design and marketing]

OGARIO London - hair products [advertising, branding, packaging and website design]

CERTO - photography studio [branding and website design]

Vanbaalen Vandervalk Bergman - musicians [branding and packaging]

Oracle - international technology group [advertising and marketing]

Citibank - bank [advertising and marketing]

AMMX - marketing agency [marketing]

Customer Rewards - marketing agency [marketing]

Active24 - internet service provider [advertising and marketing]

AML Group - financial advertising and marketing agency [advertising, art direction and marketing]

Binary Vision - interactive media agency [advertising and marketing]

Euphoria - national press supplement [advertising, branding, editorial and logo design]

News On The Block - consumer magazine [editorial]

Response Direct Publishing - publishers and marketing [advertising, editorial and marketing]

Steel Business Briefing - trade magazine [advertising and marketing]

Travellers Oasis - travel magazine [advertising, editorial and marketing]

Virtual Internet Ltd - internet service provider [advertising and marketing]

## employment history

### AML Group [July 2000 – March 2004]

An advertising and marketing agency based in the City of London specialising in the financial services sector.

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#### STUDIO MANAGER [2002 - 2004]

- Relocation of studio to new offices and setting up all mac systems and peripherals, including ongoing troubleshooting, archiving and using Retrospect Back-Up. This meant that the agency did not have to outsource, which resulted in substantial cost savings.
- Responsible for all creative output – print, web and banner ads. Design and content management of the company website.
- Outsourcing freelance designers/artworkers and photographers when necessary and dealing directly with clients, trade representatives and printers.

#### SENIOR DESIGNER [2000 - 2002]

- Design and creative artworking producing mailouts, promotional material, brochures, posters, press ads, web design and banner ads from initial brief to completion.
- Maintaining total accuracy for major international clients who expect high standards and a fast turnaround.

### Caltex Australia Limited [April 1999 – May 2000]

A petroleum company based in Sydney with an internal marketing department.

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#### GRAPHIC DESIGNER

- Creating and implementing a new in-house design studio within the marketing department of an existing nationwide company, allowing the marketing department more creative control and considerably reducing costs without the need for agency expenses.
- Working directly with clients taking an initial brief and seeing it through to completion.
- Responsible for producing all point of sale material nationwide from package design to billboard posters.
- Design and artworking of monthly publications and all other in-house material.

### Business Sydney [October 1997 – March 1999]

A forum for small businesses in Sydney, producing a weekly newspaper, special publications and promotional material.

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#### PRODUCTION MANAGER [1998 - 1999]

- Responsible for turning a "paste-up" weekly newspaper into digital format, which meant increased speed, quality and versatility.
- Solely responsible for putting the paper to bed each week. Delivering it to the printers and overseeing its production.
- Art direction for the entire newspaper, including all typesetting and design of all graphic elements.
- Outsourcing freelance designers/artworkers and photographers when necessary and dealing directly with clients, trade representatives and printers.

#### GRAPHIC DESIGNER [1997 - 1998]

- Design and artworking for all newspaper advertising, special publications and promotional material.
- Responsible for maintaining the website which provides the newspaper digitally.

### Drum Media [June 1997 – September 1997]

A weekly publication in Sydney for the arts and entertainment industry.

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#### GRAPHIC DESIGNER

Designer for all newspaper advertising, special publications and promotional material.

### Freelance positions [January 1997 – May 1997]

Various contract work in Sydney.

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- TAFE NSW – Typesetting of yearly handbook for universities and colleges.
- INTERVISION DESIGN LTD – design and artworking various trade magazines.
- JUICE – designer for CDs, logos, film clips, press advertising and posters.