



Andrew George

Graphic Designer

CONTACT



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AndyGeorgeDesign

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EDUCATION

HND GRAPHIC DESIGN & COMMUNICATION MERIT LEVEL

Gloucestershire College
of Arts & Technology
2001-2003

A-LEVELS Inc. GRAPHIC DESIGN

Chosen Hill School
1999-2001

ABOUT ME

With me you get a passionate and experienced designer. Someone who embraces learning new skills and techniques and different areas of design. With strong communication skills and experience of leading and developing a small team of young designers I feel I would be an invaluable asset to any design team.

On a personal note I am very much a family man. Any spare time I have is mainly taken up by spending time with my wife and son. We regularly visit National Trust properties / parks. We enjoy trips to the beach and having adventures together, creating memories for our son and ourselves.

EMPLOYMENT HISTORY

2004 - 2016 Northcliffe Media/Local World/Trinity Mirror

12 years in regional press working across various daily & weekly titles and also magazines. I began as an artwork for the recruitment team, tasked with creating stand out adverts for local businesses.

They wanted the right person for the job and their artwork needed to reflect this, with me it did. I learnt how to work to extremely tight deadlines & to come up with catchy headline copy writing. I later moved into other aspects of the business, working alongside all the sales teams, editorial and strongly supporting Marketing.

In 2005 I won Designer of the Year at our local award event. The role developed into more of a multimedia position, covering print and online for clients. I started to attend more face to face client meetings which always resulted in the right response for them. I was at the forefront of creating the initial set of websites for the event side of the business, which now has 30 events across the region turning over £1m yearly. I have lead our design team as Team Leader. Initially it was a maternity cover, however it became a full time position.

I was tasked with mentoring and developing 2 young designers, using my experience and knowledge to guide them and enable them to create the right design for the client. I had to deal with managing the work flow and delegation of work, we became an efficient creative studio. I got more involved with larger client meetings and liaising with senior members of staff, presenting ideas and driving the re-brand of a niche magazine. I won Designer of the Year at the 2012 & 2014 Regional Awards, to be recognised by my peers again was a fantastic personal achievement.

Laterly our focus was more so on the clients that spend over £10k with the company in advertising. These include many estate agents who have historically been very hard to get to change their mindset. I achieved on many occasions, including winning a pitch for a magazine specifically for one agent on the back of my visuals.

SKILLS



INTERESTS

Family
Gym
Cooking
Socialising
Cinema
Music
Netflix
Watching Sport

REFERENCES

Sarah Phelps
07896 251776
Sarah.phelps@coringroup.com

Gary Burt
07807 462107

Gordon Downie
07799 068221
gordon@bikefestivals.co.uk

EMPLOYMENT HISTORY (CONTINUED)

Dec 2016 - Aug 2017 Corin Group

With Corin I was part of the marketing team for a global Orthopaedic Manufacturer.

My tasks included; re-designing the corporate newsletter which is distributed amongst surgeons worldwide. This was a total re-design from cover to cover. I was also in charge of liaising with departmental heads from the UK to Australia, making sure they delivered their copy on time. I had to arrange the printing and delivery of the newsletter magazine also. The finished product was well received amongst the medical professionals it served. I created Marketing literature for major events, flyers, stand graphics, and also digital animations. We also designed surgical instruction manuals.

I received 3D Max training and as a result was able to create some very detailed medical imagery to support this. I was also able to extend my skills to video editing. Here I had to edit surgical videos...not for the faint hearted! The briefs extended to posters, flyers and press advertisements for the company based on their various products. I also revamped the Internal corporate presentations.

One of the final jobs I had was to create artwork for the Marketing Department walls & also a new canteen space. I certainly left my mark there in a short space of time.

Aug 2017 - Present Meridian Speciality Packaging

My current position is Graphic Designer at Meridian Speciality Packaging. This has been a good learning curve for me as I get to see the other side of the creative process, most day to day tasks include the pre flight checking of customer artwork before it is sent off to print, we have some bluechip customers such as Harrods, Fortnum & Mason, Tesco and Aldi so it is key to have the discipline to be able to ensure artwork is correct to their brand prior to production. I am also heavily involved in the Marketing side, being able to offer the company knowledge and skills they have never been able to utilise prior to me starting.

Projects I have worked on include; promotional flyers and pull up banners for a new website launch, while also creating a short animation video for the same purpose. I have created various promo pieces to run on our social media platforms, for specific offers and recently pushing the sale of packaging at Christmas time. This has also included some I have led a project where myself and our work placement designer have created a series of web banners for the site, this included Creative Direction on product photoshoots which I set up. I have totally re-designed the company newsletter which is seen by all the staff each month, I have made this clearer & more enticing to read. The largest project I have undertaken is developing new products. This has been a learning curve for me as I had no real experience with packaging design prior to this role. Working with the junior I have helped develop her design skills throughout this process.

We have worked closely with the product design team, coming up with some exciting ideas that hopefully will be on the shelves in the coming year. This has included a small scale showcase brochure, which I have fully designed & directed the photoshoot for all the product shots.

Freelance Design

As a freelancer I am able to offer clients a more personal service, taking away the middle man. This includes a bi-monthly magazine, client re-brands, exhibition graphics, flyers, digital advertising such as Facebook & Twitter adverts.

University Tutoring

I was asked by a colleague to deliver 2 sessions of Photoshop tutorials to students at Worcester University. They were doing a Journalism Design course so I tailored the sessions around how Photoshop can be best used in magazine production, from pre-press checks (CMYK imagery not RGB) to teaching them how to cut out images correctly & then using them as part of a montage and within their magazine layout design. This was a very rewarding experience and something that I was incredibly proud to have been asked to do, having been in their position when I was at college I understand the importance of having a professional offer you that kind of advice.