



My career objective is to exceed expectations in my position through inspiring designs as well as maintain excellent communication and commitment with a sternly focused ambition to pursuing a long and successful career in the graphic design industry.

online: www.catkempsell.com

I am Catriona Kempsell

I live in

Islington
London N1

Profile

Talented multi-disciplined designer with 5 years design experience and lots of fresh ideas.

Skilled communicator with persuasiveness and tact.

Committed strategic team player.

Strong ability to bring visual ideas from concept through to completion.

Excellent software skills proficient in Adobe and multimedia software.

Skills & Attributes

Conceptual: Idea generation and research.

Branding: Logo development and corporate identity.

Online: Web HTML & CSS, Flash experience.

Print: Packaging design, marketing collateral, flyers, posters, exhibition and large scale graphics.

Motion Graphics: Animation and illustration.

Software: Adobe CS5 Suite - Photoshop, Illustrator, InDesign, After Effects, Flash, Dreamweaver, Fireworks.

Education

NCFE CERTIFICATE IN INTERACTIVE MEDIA AT MAN CAT COMPLETED IN FEB 2006

This involved the design of websites using Dreamweaver, Fireworks and Flash animation.

BACHELOR OF DESIGN GRADUATED 2003 FROM EDINBURGH NAPIER UNIVERSITY

Specialising in Interdisciplinary Design which covered a wide range of design disciplines such as Graphic, Concept, Product, Interior and Multimedia.

Personal

I thrive in a team environment and strongly feel that I reach the peak of my creative potential when surrounded by like-minded people who can inspire me to brainstorm and encourage development through discussion. As a team player, I build strong working relationships by being constructively open, approachable and professionally encouraging to junior members of staff. My meticulous nature and creative flare enable me to interpret and develop ideas from concept to completion, while managing several projects at different stages. It is important to remain extremely aware of the perpetually changing nature of technology and software and I endeavour to ensure that my knowledge and skills are up to date. I have an excellent eye for detail as well as great communication skills which allow me to easily adapt to new environments. I am extremely keen to learn new skills and perfect the ones I already have - I believe a designer's education is never complete!

Outside of work I love to snowboard and keep fit when I can. I eat a lot of sushi and drink Irn Bru like water!

Current Employment

Net Media Planet Oct 2009 - Present UI Graphic Designer

Job description: full design and creative direction for the company and of their affiliate marketing site www.pc-site.co.uk. This successful central London agency deals heavily in online paid search. Its wealth of experience with online trends and user patterns has given me the opportunity to work on a purely user-led and SEO aware site.

Key Responsibilities

- Brand Manager for the company.
- Creative direction and brand development of PC Site.
- Integration of SEO requirements in the layout structure.

Main Achievement

Design execution of all page layouts and implementation of newly formed PC Site brand guidelines.

Client Base:

Dell, McAfee, Symantec, Norton, HP, Lenovo, Apple, Sony



My career objective is to exceed expectations in my position through inspiring designs as well as maintain excellent communication and commitment with a sternly focused ambition to pursuing a long and successful career in the graphic design industry.

online: www.catkempsell.com

Phase 8 Studio/Namesco Ltd
Feb 2009 - Oct 2009
Graphic & Web Designer

Job description: designing E-commerce and CMS-based websites as well as illustration and print material for clients. Working for the 4th largest internet services and online branding company in Europe has given me the opportunity to further sharpen my technical skills by giving me the opportunity to work alongside a highly-skilled team, including developers and flash action scripters.

Key Responsibilities

- Brand Management for Dada Pro and sister brands throughout the UK & Europe.
- Dealing directly with colleagues and clients to produce effective web solutions.
- Maintaining the growth of the company websites

Main Achievement

Designing and creatively managing the A2Zkids.com rebrand & site build.

Client Base:

Dada Pro, A2Z kids, One Poll, Young Poll, Luxos, Register 365

Wyndham - Leigh Design/Events/PR
Sept 2006 - Jan 2009
Lead Designer

Job description: I was in charge of over-seeing and managing junior & freelance designers, representing the design department at management level and presenting concepts and recommendations directly to the client.

I was given the opportunity to work with a variety of high-profile clients with strong brand identity and guidelines. I was responsible for the creative development and production of all print and multimedia projects. Through my creative interpretation, I added value through innovative work for print, exhibition, large scale graphics, brand/logo development, corporate identity, web advertising & web design. I worked closely with programmers, web developers, and account managers to successfully identify with all client requirements.

Key Responsibilities

- Responsible for all creative direction for all clients
- To liaise directly with the client to achieve quick and accurate results

- Liaise with printers and other external agencies
- Management of creative workload

Main Achievement

Promoted to Senior Designer within 18 months

Client Base:

BBC, SEAT, DVLA, Bosch, Tracker, IFG Group, Chrysler Jeep, Citroen, Black & Decker, Highways Agency, Ministry Of Sound

Freelance

Sometimes - Present

I also do a bit of freelance here and there working with top developers...it is exciting working for my own clients of all industries.

AKIS

www.anthonykeenan.com

Requirements:

Brand creation for both start ups and large scale corporate ID

Pama & Co LTD
Feb 2005 - Sept 2006
Graphic & Packaging Designer

Working for one of the UK's leading suppliers of mobile accessories, I was able to build a solid foundation for my design career. As part of an in-house design team I developed advertising campaigns, packaging, brochures, POS, retail material, technical documentation, brand/logo development and exhibition material while building brand awareness both in the UK and throughout Europe.

Key Responsibilities

- Provide creative solutions to the highest possible standards within the marketing and corporate strategy of the company
- Management of creative workload
- All work completed through to final artwork

Main Achievement

Designing successful packaging that was sold in Carphone Warehouse and telecom stores throughout Europe.

Client Base:

Carphone Warehouse, Halfords, Asda, Maplins, Plantronics, Cobra Electronics, Krusell, Fonebitz, O2, Morrisons, Orange.