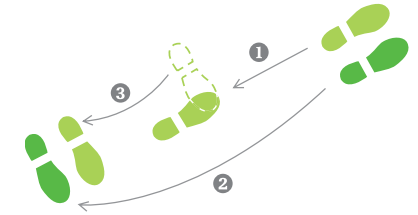


An Alistair Dance !!

Here is an introduction and some of the first steps to a new Dance that can be performed in your studio. Enjoyable, energetic, and totally unique, this Dance can add a new dimension to your work place. Performed individually as well as in a group, Dance is hassle-free, improves creativity, and has excellent timing.

History



Company: Enterprise IG, London
Position: 2nd year work placement
Dates: June '00 – July '00

Here I shadowed a senior designer on a major project, gaining excellent knowledge on the creation and application of a new corporate identity (Trade-Ranger). I also sat in on a number of briefs for new pitches, developing ideas and discussing them with other designers.

This work placement was an invaluable experience and in a short space of time I learned so much. It helped me understand the real workings of a major design consultancy, learning how to apply a brand and maintain its consistency throughout a range of media.

Clients:

- Trade-Ranger
- Disney Studios (pitch)

Company: Columns Design, London
Position: Extended work placement
Dates: April '03 – July '03

I was initially brought in to design a monthly magazine for a new client, Lakeside. Working directly under the Creative Director I took this project through to the finished product and was subsequently asked to stay on and help out in the studio. This dramatically improved my confidence and communication skills in the studio, and working with proof readers, artworkers and other designers I produced a number of additional projects, including brochure design, direct mail pieces and packaging.

This placement reaffirmed my desire to be a designer, I felt like a real member of the team and this in turn has helped me understand what is required of today's designer.

Clients:

- Thistle Hotels
- Lakeside
- Price Waterhouse Coopers
- Olswang

Company: Volume Design, Wokingham
Position: Junior/Mid-weight designer
Dates: October '03 – November '05

During my time at Volume I have taken my own projects, developing my skills speed and accuracy being able to deliver effective solutions on time and on budget. Identity work, direct mail campaigns, brochure design and website development has been the core of my work load. Towards the end of my time at Volume I was also organising, setting up and art directing my own photo shoots.

My multimedia and web knowledge made me a valuable asset in the team. Offering advice and assistance in many projects, helping with the delivery of eDM campaigns, website development, banners and digital presentations.

Clients:

- Oracle
- Dell
- Toshiba
- COLT Telecoms
- BOC
- Xerox

Company: Freelance
Position: Designer
Dates: November '05 – present

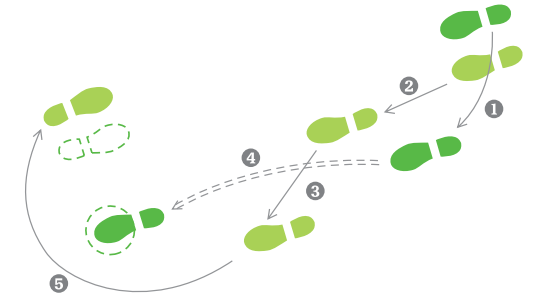
Since going freelance I have enjoyed working with some great agencies and have also picked up a number of my own clients. This has given me wider visibility of the print process, dealing directly with printers, handling costs and making positive decisions for myself and my clients.

Doing freelance work has improved my client facing skills and made me far more relaxed when presenting my ideas. I love what I do and I find that I am always hungry to produce work that is both well researched and answers all the requirements of the brief.

Clients:

- L&Co
- Cream Design
- Us Two
- Fat Face
- Penny West Charitable Fund
- Santa fe restaurant and cocktail bar
- SAC RAC
- Addington (Formwork) Ltd.
- Kent Brushes

Overview



Education

1998 – 2001

University of Northumbria, Newcastle.
BA(Hons) Graphic Design.

1997 – 1998

Berkshire School of Art and Design.
BTEC Diploma Art and Design.

1995 – 1997

Peter Symonds College, Winchester.
3 A-levels (Art, Business Studies and
Graphical Communication).

1993 – 1995

St Edwards School, Oxford.
10 GCSE's (including Maths and English).

Personal Profile

I am a happy and enthusiastic person with an honest personality and a good sense of humour. Listening to and learning from my peers has helped me communicate my ideas in a clear way.

Designing has helped me learn more about myself as a person questioning everything I do, understanding people and how they are affected by design. I am always keen to find and develop new ideas and ways of applying them.

The main bulk of my work is print based with a strong emphasis on typography, whilst continuing to develop in these areas I have broadened my skill base and have more recently been managing various online projects.

I have a meticulous eye for detail and take great pride in all my work.

Finally, I enjoy myself!

Skills and Achievements

Highly proficient in using and maintaining a Mac. Plus a full understanding of:

- Quark
- Photoshop
- Illustrator
- Fireworks
- Imageready
- Dreamweaver
- Flash
- XHTML and CSS
- Plus a basic (but growing) understanding of Actionscript and PHP

Reaching the Final 10 for the 'Student website of the Year '01' (organised by The Webshed and 'Create Online' magazine).

Hobbies and Interests

Lead vocalist in a rock band 'Goldtop' for 6 years. Playing gigs in and around London, Reading, Cambridge and Newcastle. I have been involved in music since an early age – watching, listening to and producing a wide variety of music.

Sketching, photographing, collecting and documenting as much information about the natural and commercial world. Visiting galleries and exhibitions and staying up-to-date with the industry, constantly learning about new developments, whose doing what, where and with whom.

I am a very active person, playing for the local hockey club and regularly swimming and running, plus I have just started karate after a six year brake.