

ANDI FARR.

GRAPHIC DESIGNER.

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ABOUT ME.

I'm a friendly and enthusiastic designer currently freelancing in the Northeast. I graduated in 2006 with a Bachelors Degree in Graphic Design from Cumbria Institute of the Arts. During my degree, I represented my college at D&AD NewBlood, exhibiting my final major project, which was an amazing experience.

Prior to my freelance career, I was Design Lead at K International, a company in Milton Keynes which supplies translation, interpreting and accessibility services to commercial and government clients. Since finishing at K International I have relocated to the Northeast and taken on a variety of freelance clients.

I currently devote most of my time and passion working on the web, which provides a constant and varied challenge. I am a firm believer in following best practice techniques throughout my work – whatever technology I work with, I always strive to create beautiful sites which are easy and enjoyable to use.

A more detailed online version of this CV can be found at www.semibad.com/cv. I'm currently refitting my portfolio site, www.generictext.com – please feel free to get in touch if you'd like some examples of my previous work. I look forward to hearing from you!

SKILLS PROFILE.

Extensive knowledge of design fundamentals, and practical ability to apply this knowledge across a range of media.

Excellent working knowledge of industry standard software – Creative Suite, Coda, Aperture. Equally happy working on Mac or PC. Excellent and up-to-date knowledge of HTML, CSS, Flash, PHP scripting. Good knowledge of web best practices, Microformats, and SEO. Experience of Javascript, AJAX techniques, and Actionscript.

Good knowledge of preparing artwork for print and publication, copy and artwork proofing, and preflight techniques. Experience of copywriting for web and print.

EDUCATION.

BA (hons) degree in Graphic Design – 2:1 grade (Cumbria Institute of the Arts)

Diploma in Foundation Studies, Art and Design (Cumbria Institute of the Arts)

2 A-levels – C/E (Stantonbury Campus Sixth Form)

12 GCSEs – all C+ (Stantonbury Campus)

RECENT EMPLOYMENT HISTORY.

Freelance Designer

January 2009 to Present

Currently undertaking a wide range of freelance projects, mostly web based, for national clients. These have included transactional sites, custom-built content management systems, dynamic Flash sites, and even a fully-fledged social network with over 10,000 users!

K International plc – Design lead

March 2007 to December 2008

Pitched, designed, and implemented a full rebrand of the organisation. Oversaw the creation of all company marketing material across a range of media, including the promotion of a new carbon-neutral policy. Overhauled the company's existing web presence, including a full redesign of the main site, and creation of several project-focused satellite sites.

K International plc – Multilingual Designer / Artworker

November 2006 to March 2007

Worked as part of a small studio team on a wide range of multilingual design, typesetting, and accessibility projects. This included a huge variety of commercial and government client work across the full spectrum of media. I was personally responsible for designing and typesetting the unique country-specific layouts for Dodge and Chrysler's international magazines.

Freelance Designer

June to November 2006

Freelance web and print work for a range of local clients in Carlisle and Milton Keynes. This included a new web site for a Carlisle artists studio, and web, flyer and poster design for Milton Keynes' most critically acclaimed club night.

Previous work

1996 to 2006

Before and during college I held a range of jobs for varying lengths of time. Suffice to say, I can pull a pint, clean a hospital, and politely deal with the most difficult customers available.

Referees on request.