

LINDA GURR



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KEY SKILLS

- Adobe Creative Suite – Advanced
- Microsoft office
- Product photography
- Film making and editing
- Illustration
- Painting using different media

PRACTICAL SKILLS

- Catalogue design and layout
- Typography
- Photoshop editing
- Logo design and brand identity
- Infographics
- Technical drawings
- Flyers, product cards and adverts
- Exhibition design
- Product design and development
- Proof reading
- Website development
- Producing print ready artwork
- Liaising with printers
- Print buying
- Print management
- Studio workflow management
- Liaising with publishing houses
- Distributor support

AWARDS

Re-designed Stocksigns catalogue in 2010, which went on to win the award for 'Best Industrial, Health, Safety, Security catalogue' at the ECMOD awards. A European award that recognises excellence in catalogue marketing.

ONLINE PORTFOLIO

For examples of my work please take a look at my website.

www.lindagurrcreative.co.uk

EXPERIENCE

Current

Freelance Graphic Designer - www.lindagurrcreative.co.uk

Crawley, West Sussex

My current clients range from B2B, Corporates and small independent businesses. Producing catalogues and brochures, flyers, web page design, logos and infographics.

February 2007 - July 2014

Marketing Creative, Stocksigns

Redhill, Surrey

During my time as Marketing Creative my primary role was to manage the design and production of marketing collateral for the Stocksigns Group. With the responsibility of marketing such a vast product range it became essential that highly targeted material for various audiences had to be created. The aim of my work was to create marketing with clear goals and measurable results.

I exercised an integrated approach with all material, both on and offline, to create consistency through the different brands of the Stocksigns Group. An adept creative approach was required to gain maximum results from pre-set budgets. This applied to distributor marketing as well, I managed multiple brands whilst also being a design service to them.

EDUCATION

2001 - 2004

BA Hons, Illustration

The Arts Institute at Bournemouth

2000 - 2001

Foundation art and design

Northbrook Art College

PERSONAL SUMMARY

I'm a creative designer that can take a subject and promote it in a way that is engaging and produces a clear response. Having worked in the B2B sector for many years I have excellent industry knowledge and know how to market this sector very well. I can work as part of a team and have good problem solving skills. I enjoy bouncing ideas off people to create marketing campaigns that are both striking and that produce measurable results.

I am very passionate about design; I am hard working, flexible and have a strong eye for detail. I like to challenge myself and am always striving to learn new skills. I can take a brief from concept to completion, including initial idea generation and design, through to print management and publishing. I can create artwork that is captivating and will make your business stand out from the crowd.