

# MICHELLE PALMER

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## EXPERTISE

Branding  
Typography  
Design Layout  
Print Production  
Web Design  
Digital Design  
Marketing/advertising  
Project Management  
Budget Management

## SOFTWARE SKILLS

### Mac/PC Platforms

Adobe CC  
Premier Pro  
Flash  
HTML/CSS  
Wordpress  
Fireworks  
Acrobat  
PowerPoint/Word  
Presi

## EDUCATION

### Graphic Design

National Dip 1993  
Natal Technikon | South Africa

### Textile Design

Higher National Dip 1994-1997  
Natal Technikon | South Africa

### Web Design

St Martins College of Art | London | 2003  
Media Training | London | 2010  
Media Training | London | 2011

### Flash/Action Script

Aquent Training | London | 2009

## PROFESSIONAL EXPERIENCE

### Freelance Experience

Added Value | BBC | Balfour Beatty WorkPlace | Birkbeck University | Bentalls | Brand X | Bullnose | Brand Brewery | CapitalOne | Claydon Heeley | CONEL | Creative Consortium | EHS Brann | The Forster Company | FK3 | GlobalBeach Ltd | Haymarket Publishers | Inero | Insight Investment | Involve | Lighthouse Creative | The Live Group/Lewis Live | Morgan Stanley | NSPCC | Porter Novelli | PA Consulting | The Princess Foundation | Purple Works | RNID | Remedica | SapientNitro | Serac Communications | Sky | Tham | Tribal Consulting | Unigraph | Visual Direction | Wilkinson Erye Architects

### Contract/Permanent

**Added Value | Kingston | Current**  
**Graphic Designer**

- Working within a dynamic marketing company, designing and creating various forms of marketing material, incorporating brand innovation, communication development and intellectual creativity.
- Identifying powerful marketing strategies and strengthening brand equity
- Employing packages such as Illustrator, Photoshop, InDesign and PPT for design and layouts. Some presentation design work for clients.

#### Clients

- Bacardi, Bosch, Campbells, Colgate, Levi's, Metaxa, Porsche, Peroni, Prudential, Egg, SAB, Pursoup, Smiths, Virgin Active, Vodafone, Walkers, Yakult.

**SapientNitro | Battersea/Nottingham | Current**  
**Integrated Digital Designer**

- Client site at CapitalOne and working on integrated comms with a focus on digital design – emails, banners, webpages, mobile devices.
- Employing strong layout skills for web and print, attention to detail, innovative design solutions within brand guidelines
- Strong design and artworking skills for instore retail POS and packaging to final print and digital marketing (Sky, Vodafone)

#### Clients

- Sky, Vodafone, CapitalOne.

**Halfords Media (PokerStars/Casino) | London | Feb 2015 - Current**  
**Digital Graphic Designer**

- PokereStars has Innovative and user-friendly software which allows you to play your favorite games in a range of different styles. Blackjack directly on Android mobile device, using the PokerStars Mobile app.
- Designing creative artwork from concept through to final delivery, for a range of web and mobile devices across all media.
- Digital gaphics, translated and designed across an range of platforms and websites for optimum user experience.
- Heavy Photoshop skills.

**PA Consulting | London | September 2014 - Feb 2015**  
**Graphic Designer**

- Working with a design team experienced with consulting, technology and innovation to challenge conventional thinking and overcome every obstacle to give clients exceptional results in design.
- Designing creative artwork from concept through to final print and web, on work ranging from presentations to posters and web design.
- Technical artworking layouts and documents for including standard, booklets and large scale Powerpoint presentations for print/web.
- Largly working with ptich work, client presentation, and bids for new business in sectors including: energy, financial services, life sciences and healthcare, manufacturing, government and public services, defence and security, telecommunications, transport and logistics.

#### Clients

Google, MoD, UK Gov, GSK, Novartis, Barclays, Deutsche Bank.

## INTERESTS

Life Drawing  
Photography  
Gardening  
Yoga  
Travel

## REFERENCES

Available on request

### **Freelance** | South East Asia/Africa/UK | March 2012 - Sept 2014 **Graphic Designer**

- Design consulting and collaboration with designers, photographers and entrepreneurs to create websites, brand development and other creative projects tailored to clients' needs and specifications for running businesses effectively.
- Brand ID from concept through to final print and web - including all web and print collateral, running advert campaigns events and designing all work, including signage, animation/video and photography. Large scale format/signage advertising - web development. Presentation work in PPT and for layout design.

#### **Clients**

Added Value (NY, China, UK), Nagmani Tours, The Daily Explorer, Piloga Studio, Yoga with Rupert Jackson, Daniel Yoga, Patanjali Institute, Care for Dogs Thailand

#### **Key Achievements**

- Managing budgets, multiple clients simultaneously, business/design consulting

### **Dealogic** | London | December 2009 - 2012 **Graphic Designer**

- Designing creative artwork from concept through to final print and web, creating marketing collateral for all in-house design work.
- Branding, advertising, web and all print work, from concept through to final production. Including all technical artworking and typesetting of documents etc.
- Presentation work in PPT and for layout design. Designing large decks of over 200 pages, fixing to brand styles for pitches and client presentations, inclusive style, brand, animation and graphics.
- Managing budgets and trafficking work flow for the team.

#### **Clients**

Barclays, JPMorgan, Citi Bank, Deutsche Bank, Credit Suisse, Morgan Stanley

#### **Key Achievements**

- Completed several training courses including, HTML 5, CSS, Advanced Web Design, Advanced Flash.
- Designed and build company intranet sight, and existing company website, including all components. UI Designs and layouts included for tablets.

### **FK3** | London | August 2009 - December 2009 **Graphic Designer**

- Designing creative artwork from concept through to final print and web, for advertising campaigns.
- Technical artworking of adverts and documents for print/web.
- Creating on-line animated banners and web pages for clients.
- Oversee and manage freelancers and junior designers, for quality and training.

#### **Clients**

Sandisk, Jabra, Giant Bikes, Endura, Cannon, InFocus.

### **Creative Consortium** | London | March 2009 - July 2009 **Graphic Designer**

- Creating and developing designs for the Healthcare/pharmaceutical sector.
- Designing artwork, providing printed work for displaying media, large scale formats and marketing material. Some Presentation design/layouts in PPT.
- In-house designer creating promotional material and launching of advertising campaigns which are aimed at the protection of children from cruelty, support vulnerable families, and campaign for changes to the law and raise awareness.
- Design concepts through to final print, creating animated banners for web, large format posters and banners, brochures and adverts.

#### **Clients**

GSK, UCB, Novartis, Botox, Danone Probiotics, Astra Zeneca, Dr Dawn, NSPCC.

### **Serac Communications** | London | October 2008 - March 2009 **Graphic Designer**

- Brand development by design and implementation of internal marketing programs and communications strategies to help clients evolve and adapt to change, and so deliver better results.
- Working within a creative team developing conceptual designs through to a finished product with a creative vision.

#### **Clients**

Asda, British American Tobacco, Environmental Agency, Pharmica, Roche, ParleForce, GSK, Sainsbury's.

**Design for print  
and web**

**+44 07730 585 468**

**Michelle Palmer  
Designs Limited**