

MICHELLE PALMER

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EXPERTISE

Account Handling
Art Directing
Branding
Budget Management
Creative Artworking
Design Layout
Digital Design
Marketing/Advertising
Print Production/Management
Project Management
Typography

SOFTWARE SKILLS

Mac/PC Platforms

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

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

Aveda | Added Value | BBC | Balfour Beatty WorkPlace | Birkbeck University | Bentalls
| Brand X | Bullnose | Brand Brewery | BUPA | CapitalOne | Claydon Heeley | CONEL
| Creative Consortium | Diageo | The Economist | EHS Brann | The Forster Company
| FK3 | GlobalBeach Ltd | GSK | Halfords Media | Haymarket Publishers | HOBS |
Involve | IPSOS MORI | ISG | Kantar | Knight Frank | Lighthouse Creative | The Live
Group | McCann | Morgan Stanley | Novartis | NSPCC | Porter Novelli | PA Consulting
| The Princess Foundation | Purple Works | PUMA | RNID | Rocksteady Music
School | SapientNitro | Serac Communications | Sky | The Telegraph | Tham
| Tribal Consulting | Unigraph | Unilever | Visual Direction | Vodafone | Wilkinson Erye
Architects | Willis Towers Waston

Contract/Permanent

Kantar/Added Value | London | Freelance
Graphic Designer

- Working within a dynamic market research 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, full artworking to final production and presentation work inhouse and client side.

Clients

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

RR Donnelley | London | June 2016 – November 2017
Graphic Designer

- Integrated design role, both print and digital assets.
- Employment of all Adobe software; excellent layout skills, working within tight brand guidelines and timescales.
- Design management from concept through to final production including print management on all jobs (quotes, specs, leasing with printers and clients for highest quality results).
- Client management and account handling.
- Art directing and managing an off-shore team in India, with overload from UK / US teams, acting as brand guardian to fully integrate and standardize the brand globally, working closely with US teams with high level of communication and accuracy.

Client

- Willis Towers Watson

SapientNitro | London/Nottingham | Freelance
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) online banners, emails and landing pages

Clients

- Sky, Vodafone, CapitalOne.

Halfords Media (PokerStars/Casino) | London | June 2016
Digital Graphic Designer

- PokereStars has Innovative and user-friendly software which allows you to play your favourite 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 graphics, translated and designed across an range of platforms and websites for optimum user experience.
- Heavy Photoshop skills.

INTERESTS

Life Drawing
Photography
Gardening
Yoga
Travel

REFERENCES

Available on request

PA Consulting | London | September 2014 - Feb 2015

Graphic Designer/Presentation 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.
- Largely pitch 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.

Digital Nomad | 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/Kantar (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.

**Integrated Digital
and Print Design**

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**Michelle Palmer
Designs Limited**