



Personal Statement

Highly-creative, reliable and adaptable graphic designer, with a proven track record in delivering eye-catching materials on time and to cost, regardless of the scale of the job or the size of the organisation. Played an integral role in the development and design of marketing and promotional materials for a number of successful projects, most notably Barnsley Council's Remaking Barnsley project, which saw the town gain extensive national and international attention, resulting in securing multi-million pound funding for its regeneration and modernisation programme. Ongoing restructures owing to budget cuts has seen the full graphic capability of the council outsourced, so I am now looking for a new challenge where I can put my years of expertise to good use.

Skills

- Detailed knowledge of the trends within the design industry - from changes in preferences of the reprographic and print process to the use of specialist software - QuarkXPress, Adobe Illustrator, Photoshop, In-Design, Acrobat, Distiller, NeoFinder.
- Highly experienced Apple Mac operator, comfortable using PC-based packages including Microsoft Office.
- Good time keeping and project management skills.
- Vast knowledge of graphic output formats such as adverts, application forms, banners, displays, information packs, leaflets, multi-page reports, newsletters, pdfs, posters and stationery.
- Page layout and typography.
- Brand design and style management.
- Photography.

Employment History

Graphics and Corporate Branding Officer - Barnsley Metropolitan Borough Council, Barnsley.
April 1994 to April 2015

Managed projects through the complete design process for a large metropolitan council. Produced high volumes of marketing and promotional literature, banners and web content for a wide range of services. Provided professional advice to internal clients and external agencies, from concept development to use of the coat of arms and logos. Regularly worked directly to clients of significantly higher seniority, including senior management team, councillors, cabinet members and chief executive, while making them aware of the need to maintain professional branding and challenging them when they wished to stray from our guidelines. Responsible for the design across the whole of the authority's directorates including public health, fostering, finance, development and culture, boosting tourism in the town, its heritage sites and museums as well as the best homecoming parade the Yorkshire Regiment had ever seen.

- Designed 'open door', which was the council's well-received official resident publication, which went to 105,000 households across the borough.
- Co-worked across the whole Remaking Barnsley suite of materials.
- Helped develop the concept and style for 'the loop', an internal newsletter which successfully helped distribute key messages to the workforce.
- Produced an electronic job log in Excel to improve organisation.

Samples of my work can be found at: http://wollertondesignandphotography.webstarts.com/work_samples.html



Employment History continued

Graphic Designer - Graham Dawson Associates, Barnsley.
September 1990 to April 1994

Recruited to serve as a key member of creative services for MacLean Homes producing a high volume of advertisements and literature for their developments displaying house styles, specifications, plans and artist impressions. Other clients included Dunstan Brearley Travel and Miller Brother Electricals. I successfully trained on Apple Macs using QuarkXPress and Adobe Freehand proving invaluable to my career and the company, receiving bonuses as an appreciation to my development.

Finished Artist - Publicity Bureau, Barnsley.
May 1990 to September 1990

I provided paste up artwork on the drawing board and reprographic camera creating printed literature and a high volume of advertisements for clients such as DFS, Dining Room Centre, Northern Upholstery, Charlesworth Motors. I was an efficient, reliable artist who worked well within a team to hit daily tight deadlines for publications.

Studio Assistant - Octagon Marketing, Bradford.
January 1989 to May 1990

This junior post was created specifically for me as a college graduate after applying for a more experienced position. I proved that I was reliable, skilled and efficient in my job and able to progress in my career. I produced artwork on the drawing board using technical pens, attention to detail and accuracy for a range of clients such as the National Photographic Museum, Kass Homes, Weaver Homes, Hays PLC, Neaco and Hewlett Packard.

Training and Workshops

Business start up - BBIC, Barnsley. Five half day workshops. January to February 2015

Equality and diversity workbook - e learning BOLD - BMBC, May 2013

H&S Display screen equipment - e learning BOLD - BMBC, May 2013

Introduction to risk assessment - e learning BOLD - BMBC, May 2013

European Computer Driving Licence (ECDL) course - BMBC, December 2002

Business development course - BMBC, Barnsley. Seven weeks full-time 1987

Work placement - Slater Clarke Associates, Doncaster, Six weeks full-time 1986

Education

Higher National Diploma in Graphic Design - York College of Arts and Technology, York. 1984 to 1986

National Diploma in Advertising Design - Barnsley Art College, Barnsley. 1982 to 1984

GCSEs - Art, English, Mathematics, Economics, Rural Science, Chemistry, Geography - Worsbrough High School, Barnsley. 1977 to 1982