

SIMON J CURD

ABOUT

A creative, motivated visual designer, I have gained valuable experience in a fast-paced, in-house environment and constantly challenge myself with personal projects. I pride myself on an efficient yet thorough approach and seek opportunities to further my skills through new design and artworking projects for both print and web.

WORK EXPERIENCE

FREELANCE DESIGNER

September 2011 to present

Designing printed material for the Royal College of Nursing. Work includes recruitment leaflets, promotional booklets, conference event posters and application forms.

SENIOR DESIGNER

Boots.com; health & beauty retailer

June 2010 to July 2011

Leading the visual design aspect of projects affecting all areas of the site. Projects included redesign of the search results page, restructuring of the health department and repurposing in-store materials to communicate seasonal events online.

Producing detailed mockups of new page designs to be recreated by site developers.

Providing approval for all design work to appear on the site from both in-house and external designers.

Co-managing a team of eight junior designers, including line management responsibility for four.

JUNIOR DESIGNER

Boots.com; health & beauty retailer

July 2008 to June 2010

Producing visuals for promoting products and services to Boots customers in all areas of the online shop.

Developing new designs and page layouts to improve communication of promotional messages.

Documenting design guidelines for the reference of others.

Photographing and processing images of products for display in the online store.

Understanding technical workings of the site where necessary to make changes to page styles and layouts.

SKILLS : DESIGN

Proficient with the following programs:
Adobe Photoshop, Illustrator and InDesign.
Experience includes creating promotional visuals for commercial online use, producing detailed mockups of web pages to be recreated by developers and designing promotional printed material.

Some experience with the following programs:
Adobe Flash, Dreamweaver and Premiere, Quark, Final Cut.

Some experience with HTML, CSS and Javascript through basic training and personal endeavours. Experience includes making small adjustments to pages on Boots.com and creating the portfolio website simonjcurd.com.

PHOTOGRAPHY

Trained at photography, both digital and film.
Experience includes photographing products and processing images for use on a retail website. Also some experience with video and sound recording.

OTHER

Experienced with Microsoft Office, including designing complex Excel spreadsheets for tracking the progress of large design projects.

Familiar with Mac OS and Windows operating systems.

EDUCATION : MSc Biological Photography & Imaging [Merit] University of Nottingham | 2006 to 2007

Covering conventional and digital photography, image manipulation, film production and graphic design.

BSc Physics [2:2] University of Nottingham | 2002 to 2005

Including final year project studying and creating holograms.

OTHER ACTIVITIES : Design of CD artwork and promotional posters for local bands and events.

Freehand drawing; detailed wildlife studies.

Assisting production of promotional music videos by directing and operating camera and sound recording equipment.

Creative writing; fictional short stories.

Music; writing, performing and producing in groups and solo.

Long distance running, swimming and football.

OTHER : Full, clean, UK driving licence

References available on request