

Richard Small
curriculum vitae

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Personal Details

Contact Details

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www.hellorichard.co.uk

Skills and Attributes

- » Proficient in many software applications including: Adobe InDesign CS3, Illustrator CS3, Photoshop CS3, Fireworks CS3, Quark XPress, Microsoft Office. I am also capable of using Flash CS3 and various others.
- » Comfortable writing basic HTML and CSS and can use Javascript, which although it is not to a fully professional standard helps me understand the principles of web design and technologies, therefore aiding my design decisions.
- » I work preferably on a Mac but can also work on PC systems.
- » I make decisions based on research and my understanding of typographic design with the aim of creating the perfect solution. I believe that good typography can not only improve the understanding and visual appeal of a document but also adds to the professional image that clients wish to portray. I am comfortable in taking a project from concept to completion.
- » Good understanding and experience of print and finishing techniques
- » Keen eye for detail
- » Excellent communication and interpersonal skills
- » I am a fast learner and take great pleasure in harbouring new skills, I listen and respond well to constructive criticism, I work well individually or as part of a team and I enjoy a challenge.
- » Highly organised and methodical with well developed prioritisation and time management skills
- » Friendly, approachable, easy going personality with a positive outlook

Education and Qualifications

University of Reading (2003–2007)

Typography: Design for Communication, BA (Hons)
Degree Class: 2:1

Rednock School, Dursley, Gloucestershire (1995–2002)

A levels 2002 Design Technology (A), Computer Studies (B), Physics (D)
AS level 2001 Mathematics
GCSE's 2000 A* - Design & Technology, Religious Studies
 A - Mathematics, Double Science, Information Technology
 B - English Language, English Literature, German, Art,
 Geography

Design Experience

September 2007 – Present

Designer, Designation, Reading, Berkshire

Working within a full-service brand agency, experiencing pitches, brainstorming, research, concepts, design & implementation processes. Entrusted with key accounts and led various projects, communicating directly with contacts. Worked to strict deadlines as an individual and part of a team.

2003 – Present

Freelance Designer

Numerous projects from concept to completion, working direct with clients. Design for print and screen including building websites using HTML & CSS. Pricing and invoicing projects. Developing my time and project management skills.

May 2002 – September 2003

Junior Designer, AM:PM design & Print, Cheltenham, Gloucestershire

Gained extensive knowledge on printing processes and technologies, pre and post-press, including how printing processes affect design decisions. Responsible for creating briefs and initial ideas for projects with progression to a final solution. Developed good working relationships with clients and co-workers.

Work Experience

September 2005 – April 2007

Sales Associate & Team Leader

Gap Inc., Reading, Berkshire

Direct interaction with members of the public, offering advice in a friendly manner. Entrusted with cashing up. Training new employees and leading junior staff during shop re-fits.

Summer 2002–2007

Camp Counsellor (2002 & 2003), Key Staff Member (2004–2007) Brant Lake Camp, New York

During my six summers (9 week season) at this competitive sporting camp I have achieved three promotions and in 2007 I was responsible for 53 eleven-year-old boys and around 20 staff in a leadership role. In 2003 I was voted 'counsellor of the year' by the camp's directors, an honour rarely received by overseas counsellors. Leading activities and exercises in an enthusiastic and professional manner. I was also head of the soccer program for the entire camp.

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Achievements & Responsibilities

External Advisor for Thames Valley University

I was invited by Thames Valley University to be an external advisor on a panel of internal and external experts for the validation of a new course 'Design in Motion - BA Hons', which is due to begin in September. Due to the amount of typographic teaching that was planned I was selected from a number of industry advisors to offer my views on many aspects of the degree including entry & exit points, specific projects, learning outcomes and suggested reading. I continue to offer my advice to the course leader for various aspects of the course.

Secretary for University of Reading's Football Club (2003 – 2006):

Voted by peers into the role of secretary I helped organise and advertise an 80-team football tournament for three successive years, created and maintained a brand and website for communicating with players and created numerous advertising campaigns promoting the club to prospective players.

Sports:

Represented The University of Reading in the 1st XI football team for three years, winning two promotions and competing in the British University national finals (2003–2006). I also play football for semi-professional teams in Reading and Gloucestershire in my spare time.

Represented Rednock School and Sixth Form first teams in Football, Rugby, Cricket and Basketball, gaining full senior colours for all sports (1998–2002). Represented the county of Gloucestershire for football for three years. In 2002 I received an award for attitude, leadership & commitment to sport during my time in Sixth Form.

Elected as Captain of the Junior team by senior members of Stinchcombe Hill Golf Club (2001). I competed in the Gloucestershire 18-and-under golf league. My duties included presenting speeches and awards, selecting team members and encouraging younger players. I also represented my club in numerous tournaments in the South-West of England.

Social Representative & Secretary (2002):

Voted onto the Sixth Form committee by fellow pupils. My roles included organizing and advertising social and academic events whilst being responsible for the weekly meetings, committee accounts and delegating tasks to fellow committee members.

Interests

Football, golf, running, tennis, snowboarding, photography, reading

References

Academic Reference

Mr. Eric Kindel
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Further references available on request.