

Andrew Hartley

35 Sussex Gardens,
Chessington,
Surrey KT9 2PU

Tel: 020 8397 8684

Mob: 07908 100657

Email: andrew.hartley1959@gmail.com

Online portfolio: www.andrew-hartley.co.uk

PERSONAL STATEMENT

I have had the opportunity to gain experience working across a range of disciplines;

With the Marketing Manager at Moss Europe, developing a new brand look for Dynolite oil products, which included brand logo design, on-pack labelling and illustration, advertising, and promotional material for web and print, liaising with printers and checking proofs.

I designed a one-off parts and accessories catalogue for Toyota MX5 car enthusiasts. Designing visual layouts through to final artwork.

As the sole designer in a close-knit team at Marketing Impact, I created concepts, for new business pitches, sales promotions, logo designs, corporate identity, designs for web and printed literature for a broad client base.

As a member of the team at Lion Creative, I worked on packaging graphics for FMCG brands of snacks, confectionery, and dairy products. Creating concept visuals for POS and packaging, designing sales promotional literature and press advertising.

Ideas, design and illustration has played a large part in my work. I thrive on being involved at any level.

KEY SKILLS

Creative skills

I can interpret a brief, creating and developing ideas bringing them to life with convincing visuals through to final artwork. Building successful working relationships with other members of staff and liaising with outside suppliers.

Photoshop - visualize, design, image creation, retouching, illustration.

Indesign - design, typography, layout, artwork.

Illustrator - design, vector illustration and graphics, layout, artwork.

Good freehand pencil drawing and scamping.

COMPUTER SKILLS: (Mac OS)

EXPERT:

Adobe CC (Photoshop, Illustrator, Indesign)

QuarkXpress

INTERMEDIATE STANDARD:

Adobe Acrobat, Cinema 4D modelling

KNOWLEDGE:

Microsoft Office: Word, Powerpoint,

Keynote

WORK HISTORY:**2017 - Present****Artist (self employed)**

Creating a range of digital art, Design, and Photoshop image manipulation and retouching.

2013 - 2016**Moss Europe Ltd. - Graphic designer**

As a member of the marketing team at Moss, I was involved in the creation of sales promotional material for the company who specialise in the supply of parts for British classic cars. I redesigned packaging graphics and the brand marks for a range products. Including sales promotional and advertising material for specialist press and web. I designed a one-off parts catalogue for MX5, and updated and modified 9 existing catalogues.

2007 - 2013**Working freelance**

Offering my services as an all-round graphic designer/visualiser/illustrator.

2005 - 2007**Marketing Impact - Graphic Designer**

I worked closely with the account directors and was responsible for the design and artwork output. Producing visuals for new business pitches, logo designs, sales promotions, brochures, and newsletters.

Clients included: British Gas, Siemens, Paragon, Elmbridge Housing, Wolters Kluwer

2003 - 2005**Working freelance**

Offering my services as an all-round graphic designer/visualizer/illustrator.

2000 - 2003**Lion Creative - Graphic designer**

Work was varied, from developing concept visuals for brand packaging and POS, to corporate brochures, logo design and advertising.

Clients included: KP, McVitie's, Kinder, Danone, Walls, Londis

Prior Positions held:**Working freelance**

OTC Art Director - Porton Advertising

Senior Designer - D P Recruitment Services

Graphic Designer/illustrator - Reed Business Press International

Visualizer/Designer - McLaren Purvis Palmer Consultancy

EDUCATION:**1976 - 1980****Epsom School of Art & Design**

2 year Foundation Course

3 year Communication Design

Qualification: HND (upper Second)

Secondary Education: Longmead Secondary Modern, Epsom