



LAWRENCE NORMAN

Online portfolio: <http://lencreative.co.uk>

Tel: 07986 371 549

MY PROFILE

Self motivated and conscientious creative artworker/designer and studio leader. Experienced and agile creative professional with keen eye for detail who excels in the design and development of assets for print and digital media. With experience working agency and client side, building effective working relationships at all levels. Hands on design, artwork, workflow and studio management.

SOFTWARE

- Adobe CC – Indesign, Illustrator, Photoshop, Acrobat
- Powerpoint, Keynote, Google Slides
- Figma & Sketch
- After Effects & Motion (Working Knowledge)
- Ctrl Print

DESIGN FORMATS

- POS
- Digital (Various)
- Brochures, annual reports
- Large Format
- Packaging
- Floor Plans
- Presentations
- Retouching

AGENCIES

- Havas (Pros On Pixels)
- TBA
- SomeOne
- Radley Yelder
- Philosophy
- Publicis Chemistry

- Ogilvy Healthworld
- JWT
- E Graphics (TBWA)
- Schawck
- Wordsearch
- McCann Enterprise

CLIENT SIDE

- Christies
- ACAMS
- Rothschild
- Sainsburys
- APS Group
- CBRE

MY EXPERIENCE

Freelance

June 13 – date

Created bespoke artwork and designs for a range of collateral covering all forms of print and various digital platforms. Setup master files using a specific brand's toolkit. Always demonstrating exceptional attention to detail coupled with a creative eye in terms of layout, colour and design with quick, accurate technical and production skills. Retouched imagery when required, colour correcting and manipulation to fulfil specific brief's from account managers.

Design and development of pitch decks and presentations in PPT, Keynote and Google slides. Origination of master slides, charts, graphs whilst adhering to brand for clients including Rolls Royce, Diagio, BT and Aston Martin as well as blue chip clients in financial, consumer, healthcare and pharmaceutical markets.

Permanent

April 12 – March 13

Creative designer/artworker for Tag at T-Mobile and Sainsburys head office. Worked on a variety of print collateral from brochures, posters and DM to POS and packaging. Worked to templates using corporate guidelines. As part of the creative team helped on in-store visuals and retouched product shots.

Sept 11 – April 12

Creative Artworker for Aps Group Marketing solutions re-branding brochures, posters, DM and exhibition panels for Aviva Investors, Halifax, and Lloyds Bank. A number of Photoshop visuals to see how the artworks would look within an exhibition space were also required.

- Feb 09 – Sep 11 Traffic/workflow management – Hogarth Worldwide
Managed workflow through the studio with a hands on approach to dealing with all queries from account management through to freelance resource. During busy periods helped with any overflow of design, artworking/retouching or Powerpoint and Keynote briefs for various clients including Pfizer, Rolex and L'Oréal.
- Feb 08 – Feb 09 Creative Artworker – 33 Recruitment Advertising
Created and resized press ads to corporate guidelines. Worked on various graduate brochures, DM and exhibition stands for a wide range of clients following style guides. Artworked standard and bespoke brochures for print. Retouched and colour corrected images for various print formats and produced animated banners for a number of blue chip clients.
- Feb 06 – 08 Creative Artworker – Jory & Co
Working with the production and creative teams on conventional print items, ads, promotions and DM for various hospitality brands and hotel chains. Gained client liaison skills on production based projects.
- Feb 02 – 06 Digital Print Company – Imaginators
Apprentice print operator and artworker. Duties included checking and setting up artwork to the correct scale, colour and format on Mac and PC before sending over to a rip for print. Gained excellent large format print experience working with a variety of media. Colour correcting was also required in this position.

MY QUALIFICATIONS

- 2003 – 2005 HNC in Multimedia, (part time) Westminster Kingsway College
 2001 – 2001 City and Guilds Quark xpress & Illustrator, Hertford Regional College
 1997 – 2000 BA Hons in Printmedia Surface Design, London College Of Printing
 1996 – 1997 Foundation in Art & Design, Central St Martins School of Art and Design
 1994 – 1996 GNVQ Advanced in Art and Design, Hertford Regional College
 2021 – 2022 UX & UI online courses – The Interactive Design Foundation