



## LAWRENCE NORMAN

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

Tel: 07986 371 549

---

### MY PROFILE

I am both self motivated and conscientious with my approach to work, employing a keen eye for detail when producing files for print and digital media. I work well within a creative/production team and have built up good working relationships direct with creative teams over the past 20 years. I have also developed my skills in dealing with some clients direct on integrated creative based projects.

### MY SKILLS

I am fluent in the following software programmes: Adobe CC Indesign, Illustrator, Photoshop, Acrobat and Quark. I also have an excellent knowledge of Powerpoint, Keynote, Quickcut, Adfast and Specle pre-press packages. I am always keen to learn new software programmes to enhance my skill set. I am also currently on a number of ongoing courses learning about UX and UI design with the Interactive Design Foundation and have a good knowledge of Figma and Sketch.

### 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

### MY EXPERIENCE

June 13 – date	Freelance Creative Artworker for various agencies including Havas, SomeOne, Radley Yeldar, Philosophy (property agency), Publicis Chemistry, Ogilvy Healthworld, JWT, Schawk, Egraphics (TBWA), McCann Enterprise. Various tasks included using brand guidelines and created bespoke artwork, templates and adapts to existing ceatives to produce a range of collateral covering all forms of print and various social media platforms. An excellent eye for detail was key along with a good eye for design and colour. Retouched imagery when required, colour correcting and manipulation to fulfil specific brief's from account managers. Some presentation work was also required for various clients, creating and editing slides in Powerpoint and Keynote.
March 13 – June 13	Freelanced for Christies auction house page laying out and retouching for their sales catalogues. Worked with the specialists of each specific sale to an on screen proofing system so fast accurate layout skills were a must. Produced Ipad versions of the catalogues using a program called Go Mobile.
April 12 – March 13	Freelanced for Tag at T-Mobile and Sainsburys head office Creative Artworking. Worked on a variety of print collateral from brochures, posters and DM to POS and packaging at Sainsburys. Worked to templates using corporate guidelines. Helped the design team on in-store visuals and retouched product shots.
Sept 11 – April 12	Freelanced for Aps Group Marketing solutions re-branding brochures, posters, DM and exhibition panels for Aviva Investors. Produced Photoshop visuals for the client to see how a number of artworks would look within an exhibition space. Freelanced at Xerox on printed collateral for Halifax and Lloyds Bank working to corporate guidelines.
Feb 09 – Sept 11	Traffic/workflow management (permanent) – 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 Creative Artworking/Retouching or Powerpoint and Keynote briefs for various clients including Pfizer, Rolex and Loreal.

- Feb 08 – Feb 09 Creative Artworker – 33 Recruitment Advertising (Permanent)  
Freelancing with the production and creative team producing and resizing 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 material and produced animated banners for a number of blue chip clients.
- Jan 08 – Feb 08 Artworker – Bear Design  
Freelanced with the creative team on various print projects including DM for Foxtons, ads, packaging and brochures. Produced cutter guides and worked from scamps.
- Feb 06 – 08 Creative Artworker – Jory & Co (Permanent)  
Working with the production and creative teams on conventional print items, ads, promotions and DM for various hotel chains. Gained client liaison skills on production based projects.
- Feb 02 – 06 Digital Print Company – Imaginators, Nazeing, Essex  
Checking and setting up artwork to the correct scale, colour and format on Mac and PC. Competent with various software programmes.
- 2004 – 2005 A variety of freelance projects as part of my HNC Multimedia course.
- 2001 – 2002 Designer – Radley's Laboratory Equipment, Saffron Walden, Hertfordshire  
(6 month contract) Catalogue page layout, retouching, manipulating imagery using Photoshop, Brochure design, Corporate identity.
- 2001 – 2002 Graphic Designer – Addison Lee, Warren Street, London (6 month contract)  
Part of a busy design team producing promotional material for advertising, including fliers, brochures and corporate identity. Responsible for client liaison.

### **Career Training/Work Experience**

- Nov/Dec 2004 Shine – Hammersmith  
Project managed and designed a website for a leading design agency called Shine. Bluechip clients, strong international business branding.
- May 1998 Things T-shirt printers – Hackney Wick  
Assisted in stencil department and instructed in design department.
- April 1998 Augustus Martin – Bromley By Bow, London  
Worked in reprographics dept using Quark, Illustrator and Photoshop
- March 1998 Worlds End Tiles – Battersea  
Worked in reprographics using various cameras and exposed designs onto screens for printing
- August 1994 20th Century Press – Bishop's Stortford, Herts  
Worked within studio on corporate identity and point of sale merchandise.