



SUE KING ARTIST ~ ANIMATOR ~ CREATIVE MANAGER ~ www.suekingcreative.com

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PROFESSIONAL EXPERIENCE



An accomplished Graphic Designer with over 15 years experience in marketing communications. Enjoys working as part of a successful and productive team and working on own initiative. Having led numerous creative projects has the ability to perform effectively under pressure and develop creative and effective solutions for both print and digital media.

With 5 years experienced has a proven track record for developing and building brands from initiation of brand strategies through to implementation and tracking.

Now looking to develop professionally and build on existing skills by securing a suitably creative role within a dynamic and inspiring environment.

KEY SKILLS

- ~ Advanced user of Adobe Illustrator, Photoshop, Flash, Quark Xpress, Microsoft Office and PowerPoint.
- ~ Experienced in Apple Shake and Softimage(XSI), Maya with some knowledge of ActionScript 2.0, Maya and After Effects
- ~ Exceptional drawing and painting skills.
- ~ Development and delivery of brand strategies
- ~ Effective Project Manager and influential communicator
- ~ Building good working relationships with clients, suppliers and colleagues
- ~ Budget management and control

CAREER ACHIEVEMENTS

Freelance Graphic Design and Marketing Services:

Working as a contractor and freelance basis, both office and home based. .

Recent clients: The Telegraph Media Group, Davis Langdon, Quiz Call TV, and Think Search & Selection, Oct 05 – Present

- ~ Provided creative and print solutions for corporate and local businesses. Recent projects have included logo & brand design, website design, brochures, direct mail, press advertisements, illustrations, flash banners, presentations, TV graphics and events material.
- ~ Developed excellent working relationship with clients to achieve best outcome, while working within limited budgets and tight deadlines.
- ~ Provided Flash based solutions to create visual impact to help clients build on their brand recognition and promotion of their website, products, and services.
- ~ Received commissioned work for landscape, portraits and illustration.

Corporate Brand Manager:

Seconded and then appointed to re-brand company within 3months due to company acquisitions of new legal entities

GE Money, Consumer Marketing. Sept 02 – Sept 04
 First National Bank Plc, Group Change and Development. Oct 98 – Sept 02

- ~ Solely responsible for the redesign and management of brand identity. 3 year study showed an increase in customer awareness of the brand by 85% at point of sale.
- ~ Designed a brand education programme that resulted in over 95% employees understanding the importance of delivering a consistent and strong brand. Created and refreshed on-line corporate guidelines, templates and other brand tools for group wide usage.
- ~ Defined structures and processes for group wide application of the brand strategy. This led to increased awareness by business leaders of the importance of consistent brand management and the brand itself as a core business asset.
- ~ Responsible for defining the desired brand attributes and values to support the positioning strategy as well as instigating tracking studies to access the positioning to remain competitive.

Design Manager

Promoted to transform marketing support facility into an in-house design department in order to provide creative services group wide, this included the set up of design team, equipment, and procedures.

First National Bank Plc, Marketing.

Sept 97 – Oct 98

- ~ Managed in-house design team
- ~ Responsible for co-ordinating and scheduling marketing communication projects from initiation through to production
- ~ Defined quality standards and procedures for design, print, and commissioning external creative.
- ~ Instigated creative workshops for ideas generation and design concepts.
- ~ Led the creative team and managed the development of the Graphic Designers and Junior Designer.
- ~ Initiated and managed the production of First National's website and corporate multimedia presentation
- ~ Designed creative for direct mail, advertising, Point of Sale, Events material, presentations and publications.

Senior/Graphic Designer.

Promoted to Senior Design in February 1996.

First National Bank Plc, Marketing.

Apr 94 – Sept 97

- ~ Designed creative for direct mail, advertising, Point of Sale, Events material, presentations and publications.
- ~ Managed various creative projects for Sales directors and promotional events.
- ~ Developed excellent working relationships with internal stakeholders and suppliers

Earlier Career

Worked as both freelance and employed designer. Clients included: NSPCC and Peterborough General Hospital.

Graphic Artist and Illustrator

Dec 87 – Sept 93

EDUCATION & PROFESSIONAL TRAINING

Sept 04 ~ Oct 05 MSc Computer Animation (With Distinction), University of Westminster.
Sept 93 ~ Mar 94 Post-graduate Diploma in Publishing, West Herts College.
Sept 84 ~ July 87 BA (Hons.) Fine Art, Painting, Loughborough College of Art and Design.

Software
(Evening courses) 3D Studio Max, London University of the Arts
Maya 6.0, Thames Valley University
Visual Basic 6.0, City Lit.
After Effects, City Lit

People Skills Effective Communication and Presentation Skills,
Personnel Assessment and Career Development,
Myers Briggs Type Indicator.

Brand Management Brand Growth for Adding Value (CIM)
Strategic Brand Marketing (CIM)
Building Brands with PR (CSE Ltd.)

REFERENCES

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