

Date of Birth	03.08.1971
Education	BA (Hons) 3D Design (Packaging and Communication) Sheffield Hallam University BTEC HND 3D Design (Packaging) Sheffield Hallam University BTEC OND Design (Graphic Design) Stafford College
Experience	Freelance Senior Creative Packaging Artworker & Crafter - London (September 2000 - present) Packaging Artworker - Debenhams, London (October 1999 - September 2000) Packaging Artworker / Designer - The InTouch Group, London (March 1998 - October 1999) Designer - Pure Design / Preserved Foods Services, Shrewsbury (October 1995 - March 1998)
Freelance Duties	As a Creative Packaging Artworker, I provide comprehensive artwork production services across a range of agencies and brands. My freelance roles vary from implementing existing designs across multiple packaging formats to managing the full artwork process — from pre-artwork development through to final, print-ready files. I produce high-quality artwork using Adobe Illustrator and Photoshop, working from design files, data sheets, brand usage guidelines, and high-resolution imagery. Proficient in the latest Adobe Creative Suite applications, I deliver accurate, on-brand files for both bespoke packaging and large-scale global rollout projects. My expertise also extends to creating digital and print brand assets, key visuals, and toolkits for international markets. With a detailed understanding of print production processes and colour management, I ensure each artwork meets technical and brand specifications, checking separations, producing proofs for approval, and managing final artwork dispatch. In addition, I have experience producing brand identity guidelines, usage manuals, promotional materials, point of sale assets, and a wide range of general artwork projects, always maintaining the highest standards of quality and consistency.
Skills	I am a highly experienced Mac user with over 30 years of expertise across a range of creative applications. In my role as an Artworker, I specialise in Adobe Illustrator CC, Photoshop CC, InDesign CC, and Acrobat Professional. I have a keen eye for detail and design, enabling me to deliver high-quality artwork that meets any given brief. My working approach is organised, methodical, and quality-focused, ensuring consistency, continuity, and brand integrity across all projects. I possess a strong understanding of print processes, including their technical requirements and limitations, and have comprehensive knowledge of materials, structure, and construction in both 2D and 3D design. I am adaptable and capable of working onsite or remotely, with a flexible approach to working hours and project needs.
Additional Info	I have a strong passion for travel and have explored many parts of the world, experiencing a wide range of cultures across Europe, South East Asia, Australasia, and the United States. I often travel throughout Europe in my campervan, visiting exhibitions and museums such as the Bauhaus Museum (Berlin), Gaudí exhibitions (Barcelona), Ron Mueck sculpture collection (Sydney), and Te Papa Museum (Wellington). I have a long-standing interest in football fan culture and stadium design, having visited over 250 clubs worldwide, including many lesser-known teams. I currently serve as Chair of the Port Vale FC (London Branch) Supporters Club — North London Valiants. I also sit on the Port Vale FC Supporters Advisory Board. Outside of design and travel, I enjoy walking with my dog, running, skiing, and cycling. I am actively involved in my local community, contributing through volunteer design and management work and supporting a range of community initiatives. I am also the Secretary and Co-Founder of a parent support group for neurodivergent children, helping to create an inclusive and supportive environment for families.
Clients	AOL, Arcus, Asia Pacific Breweries, Associated British Foods, AXA Sunlife, B&Q, Bacardi Martini, Boots, British Airways, British Bakeries, Britvic, Budgens, Burton's Biscuits, C&C, Cadbury Trebor Bassett, Coca Cola, COOP Sweden, Costa Coffee, Debenhams Retail, DFOB, Diagio, Dulux, Entenmanns, Fabergé, GSK, HSBC, Hall & Woodhouse, Highland Distillers, ICI, Inbev, Jeyes, Kerry Foods, Kidzania, K'nex, Knorr, Kodak, Kraft Suchard, Lillies, Marks and Spencers, Masterfoods, McCains, Milupa, Molton Brown, Mothercare, Müller, Napolina, Nestlé, Nike, Nokia, Pete & Johnny, Pizza Express, Premier Foods, Princes, Procordia, Purina, Renault, Rieber & Son, Sainsbury's, Seton-Scholl, SMA, Somerfield, Spar, St Ivel, Stella Artois, Starbucks Tefal, Tesco's, Unilever, United Biscuits, Van den berg, Vodafone, Waitrose, Woolworths, Youngs.
Agencies	Appetite, B&B Studio, Biggart Donald, Bluemarlin, Brandhouse WTS, Brand Opus, Brand Union, Carter Wong Tomlin, Derek & Eric, Design Bridge (UK and Holland), Elmwood, Futurebrand, Honey, Hornell-Anderson, Identica, Interbrand, Junction, JKR, KY Marketing, Lambie Nairn, Landor, Lewis Moberly, Lothar Böhm, Lowey Group, LFH, LPK, M+K Design, Made You Look, NB Studios, Nude, Parker Williams, Pearlfisher, Pentagram, Seachange Creative, Saffron Partnership, Slice, Springetts, Smith & Milton, Team, This Way Up, Turner Duckworth, We are Him+Her, William Murray Hamm, Wonderland, Wonderworks, Ziggurat.

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CREATIVE ARTWORK

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