

TECH. SKILLS

INDESIGN	(ADVANCED)
PHOTOSHOP	(ADVANCED)
ILLUSTRATOR	(ADVANCED)
AFTER EFFECTS	(ADVANCED)
PREMIER PRO	(ADVANCED)
POWERPOINT	(INTERMEDIATE)
CANVA	(INTERMEDIATE)
CAPCUT	(INTERMEDIATE)
FIGMA	(INTERMEDIATE)
DREAMWEAVER	(INTERMEDIATE)
ADOBE XD	(BASIC)
HTML/CSS	(BASIC)
TYPOGRAPHY	(ADVANCED)
MARKETING	(INTERMEDIATE)

PERSONAL SKILLS

- ◆ Prioritising under tight deadlines
- ◆ Anticipating and resolving challenges
- ◆ Forward-thinking in adopting new trends and technologies
- ◆ Balancing creative freedom with client expectations
- ◆ Empathy to understand different perspectives

CERTIFICATION

Passed an advanced Adobe exam to gain, Professional Certification in *Visual Effects & Motion Graphics* using Adobe After Effects.

PROFESSIONAL DEVELOPMENT

- ◆ Completed the, *Skills Bootcamp Digital Marketing* course where I designed a promotional video for *The Trussell Trust*
- ◆ Made a promo video in CapCut for, *The Mossley Hill Tennis Club*.
- ◆ Researched, designed and presented a marketing strategy to promote NEXTs sustainability credentials.
- ◆ Created an anti-vaping campaign.
- ◆ I subscribe to the site, 'Skillshare', taking Adobe tutorials.

INTRODUCTION

Experienced graphic designer with a strong background in magazine design employed as both art editor and art director. Combines solid traditional design skills with expert knowledge of Adobe Creative Cloud, including motion graphics, marketing designs, and web graphics. A collaborative team player who manages production efficiently and delivers consistently to deadline. Extensive experience commissioning illustration and photography. Recently completed a digital marketing course and continuing to develop advanced After Effects skills by committing to the 'Motion Science' program.

WORK HISTORY

FREELANCE DESIGNER VARIOUS (2020 – PRESENT)

After being made redundant with my team in 2020, I used the opportunity to expand my skill set, retraining in motion graphics and UX/UI design using Figma and Adobe XD. I now work primarily on marketing-focused design projects.

Key points, achievements:

- ◆ **Department for Education – Open Innovations Team (Contract)**
Designed PowerPoint presentations and cross-department publicity materials, ensuring clarity, accessibility, and strong visual consistency in line with brand guidelines. Produced graphics and design assets for digital campaigns, including website visuals, online communications, and promotional collateral for events and internal initiatives. Extensively used PowerPoint to create editable templates, and stakeholder-ready documents, balancing visual engagement with clear information hierarchy. Further developed advanced PowerPoint skills through targeted professional training courses undertaken during the contract via 'Skillshare' tutorials.
- ◆ **Metropolitan Thames Valley Housing (via Mobius Design)**
Work independently to design and deliver Annual Reports, Financial Accounts, and Residents' Reports from initial layouts through to final artwork. This includes managing detailed layout and text amends, formatting complex financial sections, and ensuring consistency across long-form documents. Liaised closely with marketing teams and key stakeholders to understand required revisions, implement updates accurately, and track amendments through to sign-off and review. Responsible for maintaining brand standards (by following guidelines) while improving readability and visual structure. Use Adobe InDesign for document design/layout, supported by Photoshop and Illustrator for image editing, infographics, and social assets. Produce promotional social reels to support report launches, creating motion graphics in Adobe After Effects.
- ◆ **Adwanted**
Produce award event campaign assets, including animated web banners and digital promotional materials.

ART EDITOR INTERACTIVE INVESTOR PLC (2010 – 2020)

After transferring to this leading investment platform from Guardian Media Group, redesigned *Money Observer* magazine as well as creating new publications.

Key points, achievements:

- ◆ Interpreted data and investing themes creating infographics on Money Observer and its regular supplements. Created advertorials and online assets and marketing.
- ◆ Designed a 'rated' logo for the 'Fund and Trust awards' that became a registered trademark.
- ◆ Redesigned Money Observer magazine. Succeeded in increasing subscription sales by 30%.
- ◆ For the company's twenty first anniversary designed a corporate brochure called, '21' featuring key investing events and themes over the previous 21 years.
- ◆ Designed a new luxury lifestyle title, 'Inspired' aimed at 'high net worth' customers.
- ◆ Created publicity and branding for the annual, Fund and Trust awards events.



CHRIS
ALDRIDGE
DESIGNER

PORTFOLIO@

WWW.ALDRIDGEDESIGN.CO.UK

EMAIL: talkheads76@gmail.com **LINKEDIN:** www.linkedin.com/in/aldrigedesign101

INTERESTS

PHOTOGRAPHY

Enjoy taking and editing RAW photos, then integrating them into creative projects. Enjoy visiting exhibitions such as the annual, Sony World Photography Show held at Somerset House.

MOVIES

Fan of a large range of movies from great directors such as; Hitchcock, Wilder, Powell & Pressburger, Coen brothers. Use movies as inspiration when commissioning illustration.

CULTURE

Keep up with current trends in graphic design, typography, art and all types of music.

AWARDS

As part of the editorial team on *Money Observer* magazine, we received a lifetime achievement award from the AIC (magazine was published for 40 years).

EDUCATION

NEWPORT COLLEGE OF
ART & DESIGN, GWENT

BA (HONS) GRAPHIC DESIGN

STOURBRIDGE COLLEGE
OF ART & DESIGN

FOUNDATION COURSE IN
ART & DESIGN

KIDDERMINSTER COLLEGE
OF FURTHER EDUCATION

A LEVELS; ENGLISH LAW, ART,
BUSINESS STUDIES, MATHS

EARLS HIGH SCHOOL,
HALESOWEN

O LEVELS; ENGLISH, BIOLOGY,
PHYSICS, CHEMISTRY, ART

REFERENCES AND ENDORCEMENT

Available on request.

ART EDITOR GUARDIAN MEDIA PLC (2001 – 2010)

The highly regarded media company owning various media operations including, The Guardian and The Observer. The group is wholly owned by the Scott Trust.

Key points, achievements:

- ◆ Commissioned and art directed regular illustration and photography by leading creatives on *Money Observer* magazine.
- ◆ Working collaboratively with the art director to design and produce a new publication, *Guardian Monthly*. Aimed at ex-pats it covered global culture, art, politics and news.
- ◆ Achieved an increase in younger *Money Observer* subscribers of 9%.
- ◆ Successful redesign of *Money Observer's* website delivering an improved user experience and increasing overall traffic by 15%.

ART EDITOR WILMINGTON PLC (1997 – 2001)

Wilmington managed international events promoting their publications in association with the drinks and travel retail industry. They published two consumer titles, *InCars* and *Wine* magazines.

Key points, achievements:

- ◆ *InCars* magazine, a title devoted to in-car entertainment, increased sales by 25%.
- ◆ Produced issues of over 100 pages to meet monthly print deadlines. Commissioned effective illustration and photography.
- ◆ Designed, 'Brands' and 'Frontier' magazines achieving increased subscribers by 10%.
- ◆ Created marketing promotions for global events; 'The International Wine Challenge' and the annual, 'Frontier Awards'.

FREELANCE DESIGNER COI (1993 – 1997)

'The Central Office of Information' was the governments communications agency producing publicity and infographics for the armed forces, police and NHS.

Key points, achievements:

- ◆ Successful design of literature from visual to finished artwork.
- ◆ Followed the established style guides and branding guidelines to maintain the visual identity of each publication.

ART DIRECTOR FRASER PUBLISHING (1991 – 1993)

This highly regarded publishing firm produced, *Car Magazine*, *Supercar Classics*, *Truck* and *Truck & Driver* magazines.

Key points, achievements:

- ◆ As part of the award-winning *Car magazine* design team commissioned illustration and organised photo shoots on location on my own publication, *Truck & Driver*.
- ◆ Developed the magazine's typographic style, designed related marketing material. An eye for detail was important as well as a dedicated work ethic.
- ◆ Created marketing promotions for the title and assisted colleagues on production.

LAYOUT ARTIST FREEMANS (1990 – 1991)

Freemans offers a range of fashion products, footwear and homewares. An major employer of 1,000 plus people based in south London.

Key points, achievements:

- ◆ Styled fashion sections of the catalogue creating 'Pantone' marker scraps which were used to art direct photo shoots which I organised.