

WEBSITE:

<https://www.aldriddgedesign.co.uk>

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T: 07351 608458

Chris

ALDRIDGE | GRAPHIC DESIGNER

TECH. SKILLS

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

PROFFESIONAL 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.

SUMMARY

Graphic designer skilled in typography, layout, and image manipulation with a strong grasp of digital marketing, promotions, and web graphics. Advanced Adobe CC user with, After Effects, Premier Pro, Illustrator, and InDesign. Experienced in marketing campaigns, team collaboration, and managing tight schedules. Committed to continuous learning and available now for, full or part-time contract work, on-site or remote.

WORK HISTORY

FREELANCE DESIGNER VARIOUS (2020 – PRESENT)

After team redundancy in 2020 I took the opportunity to broaden my skills retraining in motion graphics and UX/UI via Figma and Adobe XD. Currently work on marketing.

Key points, achievements:

- ◆ Contracted to the, Open Innovations Team at the Department of Education as designer creating PowerPoint presentations and publicity materials across departments.
- ◆ Collaborate with Mobius Design to design the Annual Report and Residents Reports for, 'Metropolitan Thames Valley Housing'. Also made social media promos reels and assets.
- ◆ Make awards event assets like animated web banners for 'Adwanted'.

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.

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.
- ◆ Mentored a new team member and helped them to develop their leadership skills.
- ◆ 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%.

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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 ENDORSEMENT

Available on request.

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.
- ◆ Layout, art direction and typography. Freemans provided a good grounding in layout and I gained valuable experience working with art directors and editors.

TO BE CONTINUED...