

Qualifications:

2007-2010
BA (Hons) Graphic Arts
- Graphic Design
Winchester School of
Art

2008-2010
Core Unit in Enterprise

2007 A-Levels
Fine Art - A
Design Technology - A
English Language - C

2006/07 AS
Geography - C
Citizenship - B

2005
Keys skills I.C.T - Level 2
11 GCSEs A-C

Design Experience:

2009 Paid Commission.
Christmas menus for
IOW Council caterers,
Northwood House.
Musically interactive and
proved to be extremely
successful in attracting
bookings

2009 Paid Commission.
Anti-Bullying artwork for
'Kidscape'. Featured on
their web site
- www.saynotobullying.org.uk/assets/posters/mouserat.jpg

2009 Paid Commission.
Cowes Week, 'Tea on
the Lawns' promotional
material. IOW Council
caterers, Northwood
House

2009 YCN Entry.
1 of 12 chosen from
class of 90 to be
entered into the YCN
competition for Kleenex
packaging concept

2008 Logo Entry.
Regional finalist for
Coastal Access project.
Monmouthshire County
Council, South Wales

2007/08 Logo Winner.
International Natwest
Island Games.
Logo to be used on all
advertising and pro-
motional material for
Games hosted by the
Isle of Wight in 2011

Organisational skills:

2009/10 Giles Gallery.
I am at present negotiating meetings with the Winchester City Council and local Residents Associations in an attempt to get my architectural design built up on St. Giles Hill. What started off as a university project titled, 'improving a public space' has inspired me to push the project further and get it into the real world. Currently looking for local support, funding and an interested developer to take it forward.

2009 Fund Raiser:
Volunteered to organise and manage a fund raising event for the Island Games Badminton squad (of which I was a member). The event helped towards the travel costs for the 2009 Games hosted by Aland, Finland. I designed all the promotional material and arranged all necessary meetings with the local press and sponsorship.

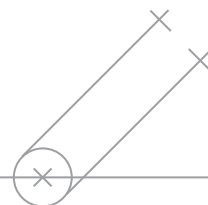
2007 Fund Raiser:
I organised an 'Art on the Lawns' exhibition at Northwood House, IOW. It raised approx £600 towards the up-keep of the House. I designed all promotional material myself and negotiated sponsorship for the printing.

Work Experience:

2010
Science Museum,
London.
Two week placement,
split between the
learning and graphics
departments.
I worked with the design
team on an issue of the
'lates' leaflets and was
initial designer on a new
activity leaflet for the
'Launchpad' gallery.

I also proposed a new
product for the Science
Museum brand. During
this experience I gained
a new understand-
ing of working in a
large organisation and
what goes on behind
the scenes of such an
industry. Moreover the
various design stages
which have to be signed
off by each department
during the design
development process.

2010
Bond & Coyne,
Winchester.
Four day paid placement
conducting research and
analysis for a new
magazine client, 'Farm
Animal Voice' and
generating initial design
aesthetics.
I also assisted in copy
edits for two of their
brochure clients, 'Vpod'
and Kohler
Uninterruptible Power.



Curriculum Vitae

velawdesigns.co.uk

Software Skills:

Good Knowledge of:

Adobe CS3

-Indesign
-Illustrator
-Photoshop

Microsoft Suit

-Word
-Excell
-Powerpoint
-Publisher

Basic Knowledge of:

Adobe CS3

-Flash

-iMovie

-iDVD

-Final Cut Pro

-SoundTrack Pro

-Cheetah 3D

-Pro Desktop CAD

Crafts for 3D work:

Confident with:

-Technical Measuring

-Various Hand Tools

-Various Power Tools

-Wood

-Minor Mechanics

-Paper/Plastic

-Vacuum forming

Knowledge of scale and

3D design integration

Personal Statement:

I am a hard working person with a lot of ambition. I find that I often create challenges within my work in an attempt to put myself under pressure. This forces me to learn fast and find new and alternative ways of problem solving. I like to keep on top of things and find organising my time quite effective.

If I had to sum up my work and design process in one word, most people have said that I am extremely 'thorough'. I like to cover all the bases and always have something to answer with if asked a question about my work/development/research. I feel this helps to support a reliable and well considered design which I would have confidence in pitching to the market.

The last five years, I have been in part-time employment alongside my education.

I am employed by an IOW Council run catering team stationed at Northwood House in Cowes, which has cradled my social skills working with both colleagues and the public. I have been trusted to work independently on various tasks and sometimes been given a more leading role within a small team, particularly when helping out new staff.

My study of Enterprise has guided my interest in innovation and design management.

Most Relevant Work:

'zzippoplooprip'
Exhibition Design.
2010

Innovative educational exhibition encouraging children aged 5 to 9 years to learn how to tie shoelaces and understand other popular fasteners such as zips, poppers and Velcro via the means of interactive media.

'Giles Gallery'
2009/2010

The brief was to find potential for improving a public space. I conducted thorough research and designed a piece of architecture providing an indoor viewing gallery and upper viewing platform with useful services. It was designed to complement it's natural environment.

YCN Kleenex Entry
2009

The brief was to target the male consumer in an attempt to boost sales to a wider audience. My research inspired an interest in packaging development and I produced a prototype for a new concept. It fitted easily into a back pocket, making it much more accessible to men. Pending design regist.

Local Press:

In Aug 2007 my 'Art on the Lawns' exhibition was featured in the IOW County Press, with positive comments both pre and post event

After winning the Island Games logo competition in 2008, I was featured a number of times in both the IOW County Press and the Gazette. Stories continued after a visit to meet Lord Coe in the 2012 Olympic office, as part of my prize for the competition. This took place in Nov 2008 where I was given a VIP tour of the 2012 site

I was lucky enough to be part of the IOW Badminton squad which went to the 2009 International Natwest Island Games, hosted in Aland. The fund raiser I organised for this trip was featured in the IOW County Press and the Gazette, May 2009

References:

Tim Metcalf -
University Tutor and
Deputy Programme
Leader - Graphic Arts
Tel: 023 8059 6900

Anthony Richards -
Gallery programme
Manager - Science
Museum, London.
Tel: 020 7942 4721

