

# Steven Roberts BA(Hons)

## PROFILE

A creative and highly motivated designer with comprehensive experience of brand development and creative design solutions for print and digital media.

## KEY SKILLS & ACHIEVEMENTS

Comprehensive experience of the following software: Adobe Creative Suite3 , Quark Xpress, CorelDraw Suite 12 and Microsoft Office.

Proficient user of both PC's and Apple Mac and the following operating systems: Windows NT, Windows 95/98/2000 XP, Mac OS X 5.

Languages – HTML (7 yrs commercial), JavaScript (3yrs commercial) CSS (6yrs commercial) ASP/ PHP (2yrs commercial) Flash Action script (4yrs commercial)

Strong initiative, problem solving and interpersonal skills. Ability to work with multiple priorities, ensuring deadlines and budgets are successfully achieved.

Designer of a number of high profile consumer related websites such as, The Consumer Support Network, British Standards Online and mankind.co.uk.

Successfully oversaw client pitches and briefings, project managed individual and group workloads from conception to completion.

Initiated key improvements to company branding ensuring consistency to all online and printed material.

## EDUCATION

B.A. (Hons) Media Communication & Visual Arts 2:1  
Cheltenham & Gloucestershire College of higher education 1994-1997

BTEC National Diploma in General Art & Design  
Somerset College of Arts and Technology 1992-1994

## PORTFOLIO

Recent websites I have designed and developed.

### [www.pixelgarden.co.uk](http://www.pixelgarden.co.uk)

Personal portfolio site designed using Macromedia Fireworks and Adobe Photoshop currently under reconstruction (HTML, JavaScript and CSS)

### [www.arrowcommunications.co.uk](http://www.arrowcommunications.co.uk)

Redesign and refresh of corporate website. Developed using Adobe Photoshop, Macromedia Dreamweaver (HTML, JavaScript, PHP and CSS)

### [www.tennysonfunds.com](http://www.tennysonfunds.com)

Created original brand identity and developed online presence Developed using Adobe Photoshop, Macromedia Dreamweaver (HTML, PHP and CSS)

### [www.isabelballardie.com](http://www.isabelballardie.com)

Successful interior design agency company website. Developed using Adobe Photoshop, Macromedia Dreamweaver (HTML, JavaScript and CSS)

### [www.lrconsultancy.com](http://www.lrconsultancy.com)

Promotional website for a corporate consultancy. Developed using Adobe Photoshop, Macromedia Dreamweaver (HTML, PHP and CSS)

### [www.mankind.co.uk](http://www.mankind.co.uk) / [www.beautyexpert.co.uk](http://www.beautyexpert.co.uk)

Online retailer of men and women's skincare and beauty products. Rebranded the site before overseeing the migration to a new management system.

### [www.crewkernecarriers.com](http://www.crewkernecarriers.com)

Local removal and haulage company website. Developed using Adobe Photoshop, Macromedia Dreamweaver (HTML, JavaScript and CSS)

## CONTACT DETAILS

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## CAREER SUMMERY

### Visual Assets July 2007 - Present Senior Designer

Senior creative in a team of multi-talented designers delivering successful communications and creative strategic solutions.

- Develop brand identity and marketing communications for high profile clients including Siemens, The AA, The Wilky Group, Autocue/QTV, Tennyson Funds and Arrow Communications.
- Manage all internal and client domain registrations, hosting solutions, FTP access and DNS/MX records.
- Provide and oversee maintenance for internal IT network and e-mail facilities.
- Offer training and mentoring when required for less experienced junior designers to improve their skills.

### Mankind Direct Ltd April 2006 - July 2007 Senior Designer

Supervised the creative production and brand redevelopment of 2 high profile internet/mail order retail businesses.

- Responsibility for the creative output of websites, related marketing and advertising material.
- Design and production of all company promotional material such as quarterly magazine/catalogues, mail shots, exhibition flyers and stationary.
- Lead and oversee a multi-disciplinary design team providing conceptual, interface and information design skills that help to grow the expertise of the team.
- Ensure that personal development reviews and training strategy's are implemented.

### Ministry of Defence July 2004 - April 2006 Graphics Officer

Working for various high profile MOD clients, producing creative imagery and consultancy.

- Corporate re-branding of The Defence College of Logistics Headquarters, including quarterly newsletters, exhibition displays and brochure design.
- Poster and Flyer campaigns for various internal organisations.
- Accurate filing and recording of production data and efficient stock control.

Freelance Contractor, February 2003 – July 2004 – Multimedia Producer/Graphic Designer  
Technical Indexes Ltd, April 2000 - February 2003 – Web Developer/Graphic Designer  
Fullard Group, September 1999 – July 2000 – Graphic Designer/Flash Developer  
WSAL September 1997 - September 2000 – Graphic Designer

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