

russell castley curriculum vitae

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profile

A Creative Artworker / Designer with 11 years of wide ranging experience in the design industry. Able to work on own initiative and as part of a team. Excellent organisation skills involving managing and developing ideas through to their conclusions and achieving their objectives.

First-class analytical, design and problem solving skills. Dedicated to maintaining high quality standards and a fine attention to detail.

design experience

Extensive cross-platform knowledge of QuarkXpress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Microsoft Office (Word and Powerpoint) and Corel Draw. Plus a working understanding of HTML and CSS using Adobe Dreamweaver.

A varied portfolio of clients in the fields of Commercial Retail and Fashion, Leisure, Tourism, Hospitality, Architecture, Education, Commercial Property, Travel, Design, and Banking.

career history

June 2010 - Present:

Freelance Creative Artworker / Designer

Clients and roles includes:

Ignition Strategic Design: development of guidelines and artworking of packaging for Kingfisher.

February 2006 - June 2010

JHP Design

Creative Artworker / Designer

Clients included:

Monsoon, World Duty Free, Paris Baguette, 'Fusion' by Park n Shop: responsible for the development of brand guidelines, and design and artworking of in-store and brand identity.

O₂, Waitrose, John Lewis Food Hall, Ruetz Bakery: design and artworking of in-store communication, signage and identity.

Pizza Express, Accessorize : design and application of interior concepts and identity.

Megamart: brand design and development of guidelines through to in-store application. Winner of Best Signage Award 2008.

BAA, Hedkandi, Hyundai, La Senza, Lipsy, Myla, Paris Croissant : arrangement, design and production of presentations from initial pitches through to key development stages.

August 2004 - February 2006:

Freelance Creative Artworker / Designer

Clients and roles included:

Laura Ashley: middleweight designer/artworker - working alongside the Senior Designer and liaising with marketing and mail-order departments for the design and artworking of adverts, mail-shots, point-of-sale and ticketing.

Tank Publications: working alongside the Art Director - extensive image manipulation and retouching for Swarovski Crystals.

Carlton Design: artworker - magazines and tender documents for numerous rail companies.

Wyndeham Kestrel: artworker - packaging for Tesco and Britvic products.

Career History continued:

February 1999 - August 2004:

Renaissance Graphics

Creative Artworker

Clients included:

Jeff Banks: design and artworking of brochures, packaging, point-of-sale and presentations for many ranges of clothing, home ware and textiles. Clients included BMI, Lloyds Bank, TUI, B&Q and Focus Do-It-All.

Barclays Bank & The Woolwich: design and artworking of in-house corporate wear brochures and associated promotional material

Sainsburys: design and artworking for the extensive point-of-sale launch of the "Jeff & Co" clothing range in several superstores in 2001, leading to the development of further point-of-sale, packaging and promotional material.

Abbey: design and artworking of the corporate wear brochure and overseeing the design and uploading of an internal intranet corporatewear site.

Holborn College: design, artworking and print of prospectuses, magazines, posters and other promotional paraphernalia.

qualifications & education

January 1999 - September 1999

BTEC NVQ

Central Graphics Academy: Unit 17 Waterside, 44-48 Wharf Road, London N1 7UX
Level 2 Graphic Design

September 1996 - June 1998

A Levels

Havering Sixth Form College: Wingletye Lane, Hornchurch, Essex RM11 3TB
Art & Design [A]; English Language [C]; Media Studies [D]

September 1991 - June 1996

G.C.S.E.

Emerson Park School: Wych Elm Road, Hornchurch, Essex RM11 3AD
Art [A]; C.D.T. (Graphics) [B]; English Language [B]; English Literature [B];
History [C]; Mathematics [C]; Science [C]

references

Steve Collis / Raj Wilkinson

JHP Design

Unit 2, 6 Erskine Road

London NW3 3AJ

Telephone: 020 7722 3932

Louise Healy

Freelance Art Director

65a Tufnell Park Road

London N7 0PS

Telephone: 07887 932 595

personal interests

Design and music are my two major interests. I have a wide range of musical tastes and am a long time collector of vinyl from all eras of music. I also have an interest in typography, Art Neaveau (especially the work of Alphonse Mucha) and the 1960s American and British psychedelic poster artists.