

# 13.82 CREATIVE

**ADAM MARTIN**  
GRAPHIC DESIGNER

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## CAREER OBJECTIVE

Enthusiastic, confident and talented multi-disciplined Graphic Designer looking for the next creative challenge. Looking for a creative role in a positive, fun, demanding and developing design environment. Keen desire to progress, learn new skills and take on new demands and responsibilities.

## PERSONAL PROFILE

Motivated and dedicated individual. I am hardworking with a meticulous eye for detail. I have 6 years of experience in producing Design/Marketing solutions across numerous mediums, with a focus on print. I aim to deliver design that is strong and coherent, and that fulfills every aspect of the given brief. Excellent team player and team leader.

## KEY SKILLS

- Strong, analytical and creative approach to design.
- Can produce print ready artwork, excellent reprographics knowledge.
- Confident working on small and large scale graphics/projects.
- Intermediate to advanced competency with industry standard packages.
- Fully competent with design briefs from initial concept to client pitch.
- Excellent organisation and project time management skills.
- Confident communicator with all hierarchical levels, clients and suppliers.
- Enthusiastic and meticulous individual with a keen eye for detail.
- Keen team player, great interpersonal skills and pitching techniques.
- 6 years industry experience, plus valuable freelance experience.

## SOFTWARE & APPLICATIONS

I am a keen learner and develop new skills quickly. I am enthusiastic about learning new skills and determined to refine old ones. I have an intermediate to advanced competency with the following software packages.

- Adobe Creative Suite  
(Photoshop, Illustrator, InDesign, Dreamweaver, Flash)
- Quark
- Microsoft Office (Word, PowerPoint and Excel)

## EDUCATION & QUALIFICATIONS

- 2000-2003**     **Southampton Institute**  
BA (Hons) Corporate Communications 2:1  
Including modules in Human and Interpersonal  
Communication, Corporate Design, Corporate Identity,  
Marketing and International Marketing theory, Advertising  
and PR. theory and strategy.
- 1998-2000**     **Barton Peveril 6<sup>th</sup> Form College**  
A Levels in Graphic Art B, Graphic Products B and History C
- 1993-1998**     **Thornden Secondary School**  
10 GCSEs, 4A, 4B, 2C

## EMPLOYMENT & EXPERIENCE

### **Freelance Graphic Designer (Ongoing)**

Working under the pseudonym 13:82creative I work on various freelance briefs to extend the reach and scope of my design skills. I work on a variety of different briefs from simple business card layout to website design and construction, and complete brand design from initial concept to final application across various mediums.

### **Carte Blanche Greetings Ltd. (Graphic Designer) (Jan 2009 - Present, Dec 2004 - Apr 2007)**

Carte Blanche Greetings are the creators of the hugely successful 'Me to You' brand which features Tatty Teddy. As a Graphic Designer I work on all aspects of the various Carte Blanche brands, from researching and creating concepts for seasonal card and gift ranges to packaging design, product visuals, POS, and marketing literature. I work closely with both Marketing and Production departments to ensure the design solution matches the brief and marketing objectives. This job also requires the ability to produce print ready artwork across various printed mediums. I am also regularly tasked with the duties of developing Flash animated banners for the Clinton Cards website to promote our brands and new product launches, as well as producing artwork for e-flyers and web banners. More recently I have spearheaded ideas for new product ventures including 'Me to You' money (a "real" money spin on the traditional gift voucher) and also a Carte Blanche iPhone app to promote our brand, characters and products on this ever popular mobile platform.

### **Kinetico UK Ltd. (Marketing Specialist) (Apr 2007 - Sept 2008)**

Kinetico is one of the leading brands in Water Softening and Drinking Water Systems, catering to the commercial, industrial and domestic markets. Following brand guidelines from our US parent company and adapting them to suit the UK market I was solely responsible for the design and print of corporate literature, be it brochures, leaflets, or posters. I was required to liaise with printers, suppliers and product designers to fulfil specific briefs. In this role I also learnt new skills when I was involved with designing and outfitting the Kinetico trade show stand at the Ideal Home Show 2008. From designing initial graphic concepts to liaising with printers and suppliers right through to directing the installation of the stand.

## INTERESTS

I have a varied social life and enjoy many different pastimes. I am a big movie fan, have a very eclectic music taste, and am also a bit of a gadget lover. I regularly enjoy unwinding with friends. To keep fit I go to the gym, play squash and go swimming. I also enjoy skiing and snowboarding.

I am a keen traveller and in 2008 spent 3 months travelling through Thailand, Malaysia, Singapore, Australia, New Zealand, Fiji and the US. The experiences I had whilst travelling have both opened my eyes and helped me to grow and mature. I love experiencing new cultures, experiences, foods and going off the beaten track to explore.

I don't know much about cars except to say that one day I would love to own a fully restored 1968 Mustang fastback (what a great car!). In 2008 I drove a Mustang from Los Angeles to San Francisco whilst travelling which was a fantastic experience.