

447 Edgware Road
London
W2 1TH

07894707882
alex@freelance.st
www.freelance-street.co.uk/alex



Alex Walker-Wilson

Designer

Curriculum Vitae - 2008

Personal Statement

I always make an effort to try and give more than what is expected.

I am an excellent communicator at all levels.

I am a keen team member as well as confident team leader and remain focussed even when under pressure

I am creative and imaginative, with a flair for visual and 3D design

I have been working in the graphic design and new media industry for more than 12 years. Even before I earned my BA Honours degree in Graphic & Information Design from Westminster University, I have been working in the new media and digital graphics industry. I have a wealth of practical experience, earned in some of the most demanding environments.

If I'm not designing, you could probably find me playing the guitar, making cocktails at a party or doing some decorating.

Technical Skills

I am proficient in a wide range of software packages, and find it exciting to learn new ones. My current repertoire includes: Adobe Photoshop, Flash, Illustrator, Indesign Dreamweaver, Fireworks, Freehand, Director, Extreme 3D, Corel Draw, Claris Works, Quark Express, Capture One, Microsoft Word, Excel and PowerPoint.

Have experience with working with .ASP, CSS, and Javascript and have worked with Microsoft Sharepoint (Content management System) to create a blog site for a team for CitiBank. I have Experienced HTML coding, Flash Action script, Director Lingo programming language. From studying I.T, I have gained much experience within the following areas; **Trained in the current operating systems**, Mac OS - Mac OS X - Windows 98/ 2000 - Windows XP, Vista. Familiar with many aspects of networking, (Secure Wireless and Ethernet) and installation of PC hardware (cards, memory, DVD writing, RAM upgrades etc).

Education

B/A Hons Degree: Graphic and Information Design
Westminster University

My studies involved creating websites, multimedia CD-ROMs, Illustrations, Animation, Logo/ Leaflet/ Poster design,. I also created high quality photographic prints for exhibitions.

3 'A' Levels: Graphic Design/ I.T/ Art
ADT College

Whilst at college, I learned the fundamentals of Graphic design and got introduced into aspects such as Typography and page layout importance. I also completed intermediate and advanced I.T skills. This included programming, database creation and Desktop Publishing.

GNVQ: Business Studies
ADT College

Previous Positions

Graphic Designer/ Publisher

WhatIf Innovation Jun 06 – Present Dec 07

At WhatIf I was initially based in the publishing team as a Graphic Designer to create high quality documents for large world wide companies such as PepsiCo, Coke, AstraZeneca, Samsung, Emap. After learning I had other skills in the design fields my roles then included creating websites/ designs, logos, Photoshop manipulations, illustrations for these companies. I also created a document template creation tool for the company which had a range of corporate designs which made it more easy to create a uniform, designed document quick and easy.

Website (CSS/ ASP) Designer/ Creator

Freelance Street March 06- Jun 06

Before starting a new job, I wanted to concentrate on my freelance website, so created a website for freelancers in and around London, in which they could join and work together and upload their portfolios. This was a fun challenge and am still getting designers signing up on a weekly basis. This database is easily administered via a simple web interface. This website has provided me with varied freelance design work over the past years, which is listed on the next page.

Digital & Internet Development Manager

PSC Photography March 03 – March 06

I was in charge of managing all Internet Production, DTP and Corporate Materials for this busy and successful photo agency. I also manage a small team which creates digital images for magazines such as The Times, T3 and Elle.

Graphic Designer/ Digital Artist

EMAP Jan 2002- Feb 2003

Editing and manipulating photos for prestige magazines such as FHM, Elle, Red, Empire and J17. I liaised with photographers, designers and clients to create magazine layouts. I had to make sure images were edited and correctly profiled so they would print correctly.

In the glossy magazine industry the only acceptable level of quality is "perfect". Nothing else will do. I needed to be efficient and very fluent at my job to ensure that no problems evolved. My excellent Photoshop skills and my ability to keep a cool head and remain 100% productive, even when under the intense pressure of tight deadlines, made me a very valuable addition to the team. I was proud of my performance at EMAP, especially as for the first six months, I was also completing my degree and so needed to devote time to studying as well.

Desktop Publisher/ Multimedia Manager

Renful Jul 2001 – Jul 2002

For Renful I created Multimedia training software for Aviation Security. This involved creating multimedia simulations of the X-ray machines used at airports. These simulations needed to be 100% accurate for the training programs to be realistic. The aviation security industry is, by its very nature, demanding and precise. There is no room for any error of any kind. This "attitude of perfection" filters down through the whole industry, from the security staff at airports to the production of leaflets and corporate brochures.

I was also in charge of maintaining 3 websites for 3 separate subsidiary companies, all owned by Renful.

Previous Positions (continued)

Multimedia Producer/ Website Manager

Carlbro IBI June 2000 – June 2001

This international civil engineering and transport management company often bid for civil engineering contracts that were put out to tender. I created the multimedia presentations to support their bids. Because the contracts that they were bidding for were often multi-million pound deals, it was important that their presentations made the right impact.

Desktop publishing / Graphic Designer

Prohab (freelance)

For this physiotherapist London based company I have created many posters, adverts and T-Shirts based on their existing corporate image. I work within tight deadlines ensuring quality is at a high standard and also research into using the best companies at a low price for production.

Desktop publishing / Graphic Designer

Red Apple (freelance)

I have worked on several projects with this design agency; from designing restaurant menus to creating web pages to creating large format banners for exhibitions. The variety of work has been exciting and liaising with customers from a wide range of industries has been interesting.

Website designer / Photoshop Artist

Business Data International (freelance)

Most of the design work was done with Photoshop, to create the overall look of the website. This design would then be converted into a Dreamweaver template which would be used to create the actual web pages. The design team often had to work to very tight timescales, so my ability to produce good quality work, whilst under extreme pressure, was very useful for them. I also have to use strong HTML code to create templates which will not alter when viewed on different computers and internet browsers.

Website designer

Advance Training & Consultancy Ltd (freelance)

This company mostly focussed on presenting training courses, but would sometime take on web design work. I would often be asked to produce ideas for websites, using Photoshop to create virtual screen shots of what the final web pages would look like. These designs have then gone on to become fully-fledged working websites, such as www.countyestate.co.uk and www.session-guitarist.co.uk

A bit more about me...

I have a full European driving licence – no penalty points. I speak elementary Cantonese and basic French, Italian. Typing speed is currently 55 words per minute. I enjoy making cocktails and entertaining people. I love drawing, technology and learning new things.

Major life experiences: Flew a Cessna 152 light aircraft, scuba dived in the Mediterranean Sea and bought my first flat a few years ago