

!INTRODUCTION

ITS ALL ABOUT ME

NEIL READHEAD

SENIOR DESIGNER & WEB DEVELOPER FROM WILMSLOW

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Hello and welcome to my Curriculum Vitae

A place for me to showcase my interests, achievements, capabilities and academic background.

I am passionate about design, graphics, web, typography, illustration, photography and cinematography. "The media and tools of my craft". I have a strong production knowledge and can offer a rich variety of creative solutions for any media challenges. A creative forward thinker, thriving on the execution of strong communication strategies, finding the balance between innovative, original concepts and practical, deliverable solutions. The development of modern ideas through New Media technology. I am a team player, and enjoy working closely with other designers, developers, UX and QA engineers. I also enjoy working closely with other designers, and developers. Comfortable working on multiple projects and tasks at any one time. Enthusiastic, innovative, highly motivated, proactive, self-improving and posse a strong work ethic and excellent time management skills.

Where did it all start?

For me, it all started with logo designs. The branding of business or the business of branding? In the beginning a seal was used to make an impression in wax making a document authentic. You can never under estimate the value of good branding. From a single glance a customer should have a succinct impression as to what kind of company the logo belongs. A mark of reassurance, quality and reliability.

I believe a logo should always make an impression. Be a seal of approval. A mark of class and distinction.

From there I found that my clients were so happy with my work that they came back to me requesting web sites and more...

I continued taking on small outside projects while working at [The School of Sound Recording \(S.S.R\) \(aka Spirit Recording Studio\)](#) and [The Technics DJ Academy](#) before moving to the [The Guardian Media Group PLC](#) as a Production Assistant. I then left the news paper to dedicate my full attention to web design and landed a job at [Party Delights](#) as their sole designer. Several years later I find myself as the Senior designer at a company that is growing exponentially and in a studio that is doing the same.

EXPERIENCE

THE STOREY SO FAR...

2007 -
Present

Party Delights

Senior Designer

www.Party Delights.co.uk

I currently work as the Senior Designer at Party Delights LTD and Delight Direct. The UK's leading online party retail store. Working directly under the CEO/Creative Director, Managing Director, Technical Director, User experience team, Marketing department and Buying teams.

Working with the design team to oversee an evolving set of design challenges for a growing list of features for the main site and several dynamic and responsive white labels including **Parties"R"Us** (Toys"R"Us), **Funk Party** (Funky Pigeon) and the EU sites for **Austria, France, Germany, Italy, Netherlands, Spain, Amazon** and **Ebay**.

The production of site content design, photography and videos for over 30,000 product lines. Marketing material for **Email, Instagram, Pinterest, YouTube** and other social media platforms, flyers, poster, bus stop 6 sheets and billboard advertising campaigns, **Tesco Direct catalogue** and numerous other publications. Design of in-house documents, signage and retail trade fairs stands.

In-house product design were I am involved in the procurement of Licenses from numerous companies including **Disney, Pixar, Nickelodeon, Lego, One Direction** and **Carte Blanche** (Tatty Teddy). Using their artwork to design full party product ranges including invitations, tableware, room decorations, balloons and a range of personalised products. Headed the design and development of the personalised section of the site from front to back. The designed templates for banners invites and cards for the in-house printing process. Producing a range of personalised products including cards, confetti, invitations, balloons and banners.

Position Requirements:

- Web research, design and development.
- Design of graphics, photography and video for site content and social media.
- Marketing material for press, flyers, poster, bus stop 6 sheets and billboard advertising campaigns
- License and non-licensed product design of personalised cards, confetti, invitations, balloons and banners.

EXPERIENCE

CONTINUED...

2003 -
2007

Guardian Media Group

Production assistant

www.theguardian.com/uk

Working closely with the Production Manager designing adverts, setting advert's and inserts for over 29 of the North West local weekly News Newspapers, including the Manchester Evening News, METRO Newspapers, Home Search Magazine, Job Search and Channel M Manchester Television.

Position Requirements:

- Producing desk-top publications using Quark Xpress, InDesign, Photoshop and Illustrator.
- Producing advertising imagery and editorial using Photoshop and Illustrator.
- Designing and setting adverts to meet the customer brief.
- Developing, updating and maintaining images, text and layout of regularly client bookings.
- Producing illustration for adverts using Illustrator, InDesign and Streamline.
- Text setting and Proof reading.
- Strong production knowledge.

2001 -
2003

S.S.R./Technics DJ Academy

In House Designer

www.s-s-r.com

EXPERIENCE

CONTINUED...

2001 -
2003

Sole in-house designer for both The School of Sound Recording (S.S.R) (aka Spirit Recording Studio) and The Technics DJ Academy. This required me to write a syllabus on promotional design and advertising and setting design briefs as part of the student course pack. Liaising with both musicians and DJ's creating promotional materials including press releases, advertising material for Mix Mag and DJ Magazine, bus stop poster, large wall poster and flyers to tie in with the students course requirements. Orchestrating all aspects of the design and development requirements of each brief. Working the concept through photography, art direction and preparation of finished work. Assuring that all students have the correct information and materials that they need in time to complete the project and pass their course. I also designed marketing material including brochures, flyers and poster for both the recording studio and DJ Academy.

Position Requirements:

- Write a syllabus on promotional design and advertising for student course pack.
- Write students briefs.
- Design and production of course promotional literature, brochures and marketing material.
- Design and production of in-house advertising and marketing material.
- Strong production knowledge.

2000 -
2001

Kronfli Duliba Productions

In House Designer

www.kdproductions.tv

Working closely with all members of the team, mainly the stylist . Good communication at all times were essential.

Position Requirements:

- Sourcing of materials. • Set Design and Lighting. • Theme Revisions.
- Clients include: British Rail, Phil Cool, Fashion Catalogue

EXPERIENCE

CONTINUED...

Freelance
Design

Neil Readhead - Imagination Design

Freelance Design

www.imaginationdesign.com

www.neilreadhead.com

Imagination design is my creative outlet. A place for me to showcase abilities. A body of work that represents the creative thinking, problem solving and simple solutions I've developed and delivered for both clients and under full time employment.

Position Requirements:

- Company brand identifications.
- Email marketing.
- Marketing campaigns.
- Web design.
- Site content design, Photography and Video editing.
- Portraits, murals, paintings and illustrations. (Private contract).

Clients include:

Soroptimist International UK, ISg PLC, Pizza Express, Zest Bar and Grill, The British Gymnastics Association, Jeweller Solutions, Mouth Guards for Sport, Swann Micro, Business Logix, Kiss Telecom, Finch Product design, www.88222.com Arabian Nights Mobile Casino. Goodie Gumdrops Fashion, The Jewellery Studio, Barrands of Manchester Electricians, Britannia Car Leasing, Oldham Coliseum, "Clothes Show Live" Birmingham, Dry Bar and Zinc Manchester.

EDUCATION

"EDUCATION IS THE PREMISE OF PROGRESS!"

Pro Web

Pro Web Design - Adobe Certified/CIW Internet + Coldfusion

Tech Manchester

Core Units:

- Pro Web Design - Adobe Certified/CIW Internet + Coldfusion
- Advanced HTML Authoring
- Advanced CSS Authoring
- Advanced Dreamweaver
- Advanced Flash
- Advanced Fireworks
- Professional Web Design/CIW Site Designer

HND

HND Graphic Design

Manchester City College

My HND course was mainly practical and project-based. A strong emphasis was placed on Sketchbook Development and Typography. Other specialist subjects are listed below.

Developed core skills of Communication, IT and Problem Solving, the course also included Contextual Studies, Research, Conceptual Thinking and Digital Media.

EDUCATION

CONTINUED...

HND

Subjects studied included:

- Digital Imaging
- Graphic Design
- Art & Design Projects
- Art & Design Context
- Typography
- Page Layout & Desktop Publishing
- Introduction to Visual Communication
- Commercial Printing
- Introduction to Photography
- Sustainable Design
- Design Production
- Motion Graphics
- Web Design
- Preparing a professional portfolio and CV
- Graphic Design Projects
- Client Initiated Design Project

ND

National Diploma General Art and Design

Stockport College

On my ND course I worked through the design process and was involved in a range of projects, including 'live' briefs, (set by outside companies), and competitions. Concentrated on the generation of ideas in response to creative briefs, alongside the development of practical skills, including: creating visuals & software skills. This culminates in a Final Project and exhibition.

Core Units:

- Visual Recording in Art and Design
- Materials, Techniques, Processes in Art and Design
- Ideas and Concepts in Art and Design
- Communication through Art and Design
- Contextual Influences in Art and Design
- Study areas include:
- Image Manipulation
- Computer Applications
- Typefaces and Letter Forms
- Typographic and Layout Design
- Information Graphics
- Website Design

EDUCATION

CONTINUED...

1st ND

1st National Diploma General Art and Design - Macclesfield College

Developed the fundamental elements of art and design practice, namely drawing skills, research methodologies etc.

- Fundamental creative skills (drawing, life drawing, painting, ceramics, sculpture)
- Key generic skills (analytical and research skills, presentation and communication skills)
- Contextual studies introducing historical and contemporary debates and practice

GCSE

8 GCSE's

Wilmslow County High School

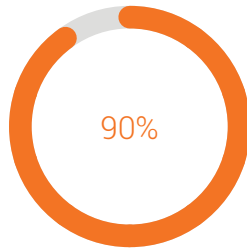
NOTES

Other notable achievements

- Recently completed a six month around the world trip.. Visiting United Arab Emirates, India, Thailand, Laos, Vietnam, Cambodia, Singapore, Bali, Australia, New Zealand, Fiji, Hawaii, Los Angeles, New York & Island to name a few.
- Three week Outward Bound Course Aberdovey
- Shanti Academy Muay Thai Kickboxing Poynton (Training only)
- David Lloyds Tennis Club (Cheadle/Manchester Club Team)
- Wilmslow & Disley Hockey Club (1st/2nd team)
- Blue Johns Basketball Team (Picking Pool Manchester Giants)
- Stockport Atlas Basketball Team (Picking Pool Blue Johns)
- Pownall Park Tennis Club (Under 21/Seniors/County Level)
- Wilmslow High School Football & Basketball Team
- Wilmslow Athletics Team (100m/100m Hurdles/High Jump)
- Eston/Longlands Gymnastics Team (Trained with team GB)
- Junior Artist of the Year Award Red House School Norton
- Numerous Illustrations, Wall Murals & Portraits

SKILLS

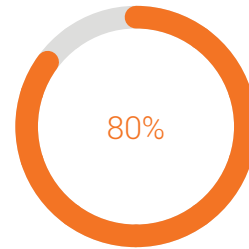
THE SKILLS THAT PAY THE BILLS



90%

ADOBE CC

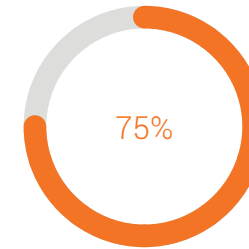
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80%

HTML5/CSS

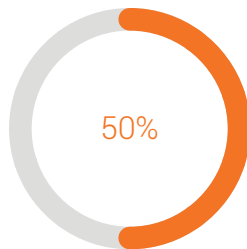
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75%

ASP / ASPX

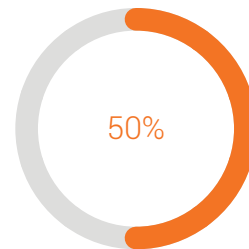
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50%

JQUERY

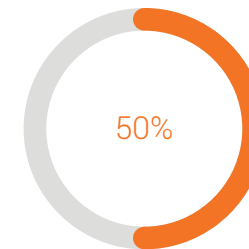
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50%

JAVASCRIPT

Some text goes here



50%

CINEMA 4D

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A well established creative designer and web developer on both Mac and PC platforms. Good HTML5, CSS3, ASP, ASPX, and a good working knowledge of JavaScript and jQuery. Highly proficient with Adobe CC. A good working knowledge of Cinema 4D and Maya. 3D modelling, animation, lighting and render. Knowledge of video manipulation and motion graphics. I possess strong desk-top publishing skills with an in-depth knowledge of 3 and 4 colour printing. Experience in web, music, video, TV and news paper medias.

I have a strong production knowledge and can offer a rich variety of creative solutions for any media challenges. A progressive forward thinker, thriving on the execution of strong communication strategies and the development of modern ideas through New Media technology. I'm enthusiastic, innovative, highly motivated and posses a strong work ethic.

CONTACT

I'M LOOKING FORWARD TO HEARING FROM YOU



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