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DEAN SAWYER

Curriculum Vitae

Key Strengths

10+ Years of Graphic Design experience

Creative direction & concept development, client communications, ability to adhere to strict deadlines & a dedicated work ethic across a broad spectrum of design - an 'all-rounder'.

Career Profile

I'm a Senior Graphic Designer with a breadth of experience in the field, as an 'all-rounder' I've designed assets for motion graphics and print through to websites and flash/tablet interactive applications. I have a proven track record of delivering projects on time and exceeding clients expectations. I am a highly motivated individual with hands on creative skills & attention to detail. My ability to manage tight project deadlines & generate new ideas has helped develop me into a solid, dependable designer.

Professional Experience

Freelance Designer

May 2015 – Present

Graphic, Web & Motion Design, Logo/Stationary Design

Senior Graphic Designer

Oct 2009 – May 2015

Hipnotic Content, Sydney - www.hipnotic.com.au

Motion; Hype reels, TV titles, Awards/Conferences

Print; Logo's/Branding, Conference materials, Posters, Mural

Web/Flash: Websites, Email marketing, Touchscreens,

Art direction; Guiding freelancers

Senior Motion Designer

Dec 2006 – Apr 2009

VMG International, UK

Art direction, Graphic & Motion Design, Photo Retouching, Touchscreen Design/Development

Graphic Designer

Feb 2004 – Dec 2006

WRT Group, UK

Graphic, Web & Motion Design/Development, Local Print Adverts, E-book Design/Production

Qualifications

1998 - 2001 BA (Hons) Graphic Design 2.1, *Blackpool College, UK*

1996 - 1998 BTEC National Diploma Graphic Design, *Blackpool College, UK*

1991 - 1996 9 GCSE's (Grades A - C), *Kirkham Grammar School, UK*

Software Expertise

After Effects, Photoshop, Illustrator, Muse, Acrobat, Cinema 4D, Premiere, Flash, Dreamweaver, Scala Info Designer, FTP Software, Keynote, Powerpoint & MS Office.

Interests

When I'm not in the office I enjoy getting out and about doing a variety of outdoor pursuits such as mountain biking, surfing, snowboarding and travelling to places McDonalds hasn't conquered yet.

References

Available on request

CV - Career History; The Details

Senior Graphic Designer

May 2015 - Present

Freelance

Freelance Graphic Design

Core Creative Skills

- Motion Graphics, Compositing & Animation
- Graphic Design; Print, Web (Flash/GIF's), Screen
- Project management, quoting, budgeting, reporting & presenting to clients, art direction, sourcing of subcontractors, client support & bookkeeping
- Website design, planning & creation, basic coding & SEO

Accomplishments

- Designed company logos & brand identities
- Designed & produced 100+ Westfield Centre video advertisements
- Designed over 17 websites excluding 5 revamps of my own website
- Designed 3 e-commerce sites

Senior Graphic Designer

Oct 2009 – May 2015

Hipnotic Content, Australia - www.hipnotic.com.au

Digital Content Creation Agency

Core Creative Skills

- Supporting motion graphics for Hype Reels, TV shows & Webisodes inc; Title sequences, Stings, Wipes, Lower Thirds, Graphics & Storyboards
- Design & branding of animated Powerpoint Templates & content layouts
- Production of clients recurring annual conference assets/Awards nights
 - Motion Graphics; Title Sequences, Mock shows, looping backgrounds
 - Print; invitations, menus, games, lanyards, brochures, programmes
- Ongoing support & design of the company's websites & marketing materials

Accomplishments

- Complete rebrand of Company's identity, (website/videos/stationary)
- Role out of email marketing campaigns
- Design of several webisode idents and graphics

Motion Designer

Dec 2006 – Apr 2009

VMG International, UK - www.visionmediagroupplc.com

Global Digital Outdoor Advertiser operating within Malls, Airports, Trains & Theme Parks

Core Creative Skills

- Art direction/project management & client contact
- Graphic & motion design, photo retouching & manipulation
- Compositing, animation, video editing, lighting & DVD authoring

Accomplishments

- 300+ Local & National Motion Ads Produced, 16:9 Portrait & Landscape
- Designed & Developed Touchscreen Graphics for Delhi International Airport
- Created 8 Visual Identity Stings for Bullring TV (major shopping mall)
- Centre messaging for Westfield shopping malls
- Provided support for 4 Junior Designers

Graphic Designer

Feb 2004 – Dec 2006

WRT Group, UK - www.wrtgroup.co.uk

UK's Largest Independent Local Advertiser

Core Creative Skills

- Graphic & motion design, photo retouching, website design & creation
- Compositing, animation, video editing, DVD authoring & video conversions

Accomplishments

- Designed & developed company's website & online streamed video
- Sole Creative on production of 3,000 e-books for a Chamber of Commerce, from design through to production & delivery
- Helped establish the creation of the video advertising studio & streamlined production flow into and out of the studio
- Designed & produced 200+ local business motion ads
- Established a web division within the company, created its logo & website design, also produced printed / e-mail advertisements to promote it
- Designed hundreds of print advertisements for local businesses