

DAMIAN MCLAUGHLIN

GRAPHIC DESIGNER

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Graphic Designer and team manager with extensive experience working in a fast paced design studio specialising in Pocketmedia products. Working with Adobe Creative Suite to create leading edge design solutions for a range of Corporate and SME clients including Bank of England, Nicorette, Nokia, NatWest and others. Working closely with clients and key stakeholders from concept to final print including significant experience undertaking reprographic work, quality assurance and print production.

Career Summary

Z-CARD Limited | www.zcard.co.uk | London

2012 - Current	Freelance
2010 - 2012	Head of Studio and Manager of Design Team
2008 - 2010	Senior Graphic Designer
2006 - 2008	Middleweight Designer
2001 - 2006	Designer

Core Responsibilities

- Studio Management including workflow management for team (eg reprographic work, creative design work), working within tight deadlines to ensure quality outputs in line with client expectations and company business objectives
- Line Management responsibility for a team of 2 designers which includes mentoring, professional development and performance management
- Design and production of print based artwork using Adobe Creative Suite (MAC /PC)
- Management of reprographic work, liaison with production controller to ensure delivery of artwork to clients on time and to the specific Z-CARD technical specification. Troubleshooting problematic client files, identification and resolution of errors to avoid significant cost implications and maintain client satisfaction
- Client project management including attending client meetings, drafting concepts, submitting and discussing client revisions, prioritizing and managing multiple projects across the team

Key Projects and Achievements

Bank of England - Launch of the new £50 note

Developed a brief for the high profile launch of the new £50 note. Partnered with client to generate concept options. Provided consultancy support to ensure the end product met the clients brief. Worked within the constraints of challenging security guidelines to ensure delivery of a product which exceeded client expectations.

South London Business - Company Rebrand and Membership

Created a new brand identity including conception and design of company logo and clients membership package. Development of multiple concepts based on data gathered from attitude and emotional workshops and focus groups. The brand identity was applied across different aspects of their membership pack offering including design of Membership Brochure, ECRM's Member and Non Member, Website Concept Pages, Membership Certificate, Magazine Advertisements.

Z-CARD Company

Brand refresh

Refresh of Z-CARD identity and brand to reflect new value proposition. Involved realisation of concept including redevelopment of logo and company marketing material including stationery, business cards, implementation of QR codes on business cards, letter heads and promotional materials. Development of brand guidelines to promote brand consistency.

Alternative revenue generation strategy

Focused on increasing revenue generation through development of a portfolio to support new revenue streams. This included development of generic templates for popular events, including sporting events, educational promotional materials, event guides and health promotion/life events. Additionally, development of processes to support overflow capability for key clients.

Process improvement

Reviewed internal studio workflow. Developed standard templates and processes for checking client artwork. Resulted in a 60% time saving enabling increased productivity and efficiency.

ABC Graphics | www.abcgraphics.co.uk | London

1999 - 2001 - MAC Artworker

Specialist large format print supplier. Employed as a Mac Artworker responsible for setting up artwork for large format printing, Expand media systems and Point of Sale artwork used at exhibitions and store fronts. Undertook store refurbishments for Debenhams including creation of branded banners, posters and large lifestyle photography. Responsible for the Maintenance of large format Inkjet printers and Apple Mac systems.

Technical Skills

- Adobe Creative Suite (Illustrator, Indesign, Photoshop, Adobe Acrobat Professional)
- Quarkxpress, Enfocus Pitstop Professional, Microsoft Office
- Highly proficient in using Apple Macintosh and PC operating systems and software

Education

Leeds Metropolitan University BA Hons 3D design - Product Design

Blackburn College BTEC Foundation Art Diploma

St. Marys 6th Form College A level in Art & Design

General Interest

Scuba Diving, Snowboarding, Airsoft, Camping, Gym and Nutrition

References

Available upon request

Portfolio link

www.dmclaughlin.co.uk