

CHERYL WESTWOOD

GRAPHIC DESIGNER

Adobe

InDesign
Photoshop
Illustrator
Premier Pro
After Effects

Education

HND
Art and Graphic Design
Northbrook College

Horticulture
Brinsbury College

Enrolled Nurse General
Worthing & Southlands
Hospital

Interests

Photography & Filming
Drawing, Artwork
& Illustration
Architecture
& Travelling
Psychology, Reading
Cycling, Badminton
& Swimming



Arundel
West Sussex



PROFILE

I am a passionate, creative and talented individual who is enthusiastic about the complete design process from start to finish. I enjoy a challenge and aspire to bring harmony and balance to all my work. Competent in all elements of design from initial visualisation to final publication. I am reliable, committed and a self-motivated person with a professional approach towards achieving high standards. I strives to develop my own continual professional development and learning. Responsible and honest in ethical values both as an individual and as part of a team.



SKILLS

- ◆ Experienced and practised in using the Adobe Creative Suite
- ◆ 10 years experience working within the design industry
- ◆ Proficient in creative page layout for prospectus, magazine and a variety of media
- ◆ Accomplished with the responsibility of achieving the brief objectives
- ◆ Competent in managing, problem solving and developing ideas
- ◆ Skilled at communicating and organising work schedules to meet deadlines
- ◆ Capable of working independently and within a team



CAREER SUMMARY

Working within the design industry has provided the opportunity to enable my natural creative abilities to flourish. Enhanced my skills and interest in computer technology whilst having gained experience working with both PC and Mac. I am a perfectionist with an eye for the finer detail and larger picture. I have gained great satisfaction and personal reward that comes from the accomplishment and realization of taking a design into reality.

Previous to my career in design I trained, qualified and worked as a nurse in hospitals and nursing homes. Holding responsible positions experiencing and gaining an understanding of professionalism and the essential communication and social skills needed in a variety of areas.



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CAREER HISTORY

Middleweight Graphic Designer

2011 - 2016

UpgradeYourMedia.com

- ◆ Leading role in assisting with the development, promotion, advertising and launch of a print base media company
- ◆ Responsible for holding meeting with new clients detailing requirements and outlining briefs
- ◆ Producing visuals, liaising closely with clients working up concepts and coordinating development of the project to achieve their goals
- ◆ Overseeing production of a wide range of media in different materials and finishes
- ◆ Organisation of workloads, arranging time schedules to meet with deadlines
- ◆ Responsible for production of a wide range of designed based graphics from logo and company branding to large format displays, interior design and publications
- ◆ Worked alongside web development teams to produce high quality assets and style guides for websites
- ◆ Accounting, file management, spreadsheets, costing and invoice administration

Graphic Designer

2009 - 2011

Onedotmedia.com

- ◆ Visualization, concept, design and marketing for a variety of schools and small businesses
- ◆ Production of an array of publications
- ◆ Photography, DVD and web based media
- ◆ Creative role in an expanding business

Garden Designer



2007 - 2009

Freelance

- ◆ Concept through all design stages to completion
- ◆ Modern and contemporary illustrative hand draw designs
- ◆ Each design unique to compliment the style and personality of each individual client and environment

Portfolio and references available on request