

Nick Taylor

Graphic Designer BA (hons) • Learning Design



DOB: 06/06/1972

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Qualifications:

BA (hons):

Graphic Design
Bath Spa University
School of Art & Design (2:1)

Foundation Art & Design:

Middx University London

A-Levels:

Art (B), English (C), History (C)

Personal Profile:

A highly creative and innovative Graphic/Learning designer with over 18 years experience in print, website design & e-learning. Working on both small and large design briefs, I have led projects for different stakeholders who often have competing demands. I manage expectations and deliver favourable outcomes, taking pride in my strong and naturally artistic and drawing abilities, which I apply to help elevate brands.

I am adept at working both on my own and in teams for external clients and internal marketing departments, taking briefs for a wide variety of media projects, producing work for high profile clients such as Open GI (Broker Software House), IBM, Veea, Powerplace, QBE, Experian, Plum Underwriting, Mapfre, Philips, Autoglass, Standard Charter Bank, United Nations and Barclays Bank. I am social media savvy with extensive LinkedIn marketing experience, quick to grasp new ideas and concepts, and to develop innovative and creative solutions to problems. As well as design I draw & photograph regularly, run, cycle and spend time with my family.

Adobe InDesign:	●●●●●●●●●●
Adobe Photoshop:	●●●●●●●●●●
Adobe Illustrator:	●●●●●●●●●○
Adobe Dreamweaver & XD:	●●●●●●●●○○
Adobe Premiere Pro & After Effects:	●●●●●●●○○○
Adobe Captivate & Articulate Storyline:	●●●●●●●●○○
Moodle & SEO :	●●●●●●●●○○
Powerpoint Animation:	●●●●●●●●●●
Wordpress, Umbraco & Joomla CMS:	●●●●●●●○○○

Employment History:

Nov 2019 - Oct 2020 - SME Broker Services, 5 Navigation Rd, Diglis, Worcester, WR5 3DF.
Ref: Alex Nicholls, Tel: 01905 935017, Email: alexn@smebrokerservices.co.uk

Media Manager/Graphic Designer for SME Broker Services, a broker for business essential services & B2B Energy data. Responsible for the company website, SEO, integrated print, email and online campaigns to drive sales as well as building company presence on social media, particularly LinkedIn, contributing to increased sales of over £30k. Production and editing of video content for marketing purposes & responsible for visual concepts, design of adverts, brochures, magazines & corporate reports. Responsible for press releases, company photography, e-learning (Covid-19 course, employee orientation) & liaising with commercial printers.

Main software used: PC / Windows, InDesign, Photoshop, XD, Dreamweaver, Illustrator, Premiere, After Effects, Captivate, Storyline, Moodle, Powerpoint, Wordpress.

Sept 2006 - Oct 2019 - Open GI, Buckholt Drive, Warndon, Worcester, WR4 9SR
Ref: Karen Donoghue, Tel: 01905 754455, Email: karen.donoghue@opengi.co.uk

E-Learning/Graphic Designer at Open GI, a £35m turnover, market-leading IT supplier to the Insurance Industry. (cont'd next page)

Employment History cont'd:

(Open GI, cont'd). Responsible for the main brand, developing the company's online presence www.opengi.co.uk in Wordpress, along with social media & hootsuite, which led to a 40% increase in lead generation & traffic to the website. I have led on integrated print, email and online campaigns to drive sales as well as building the company Intranet which saved time & resources, increasing productivity across the company (I won Team Player of the year award for this achievement). I designed blended e-learning content across video, online (GDPR, PII Compliance, Data Protection, Fire Safety), offline (HR policies, User Guides) & maintained the LMS. Designing the Open GI company logo & brand, along with advertising, pop up stands, implementing GDPR, Powerpoint/Premiere animations to creating the company magazine, brochures, flyers, trifolds, sales proposals and user guides. I was also responsible for client consultation & liaising with commercial printers.

Main software used: PC / Windows, InDesign, Photoshop, Captivate, Storyline, Moodle, Camtasia, XD, Dreamweaver, Illustrator, Premiere, After Effects, Powerpoint, Wordpress & Joomla.

Aug 2006 - Sept 2006 - Warwick District Council, Riverside House, Milverton Hill, Leamington Spa, CV32 5HZ
Ref: Emma Thownsend, Tel: 01926 450 000, Email: emma.thownsend@warwickdc.gov.uk

Freelance Graphic Designer through Blue Skies Agency at the District Council Print Room covering holiday leave. Responsible for magazine layout & design, advertising, display graphics & creating a flash demo for an external client.

Main software used: PC / Windows, Photoshop, QuarkXpress, Illustrator, Flash.

April 2004 - July 2006 - Evesham Printers, Unit 1, 6 Broadway Rd, Evesham, WR11 1BH
Ref: Neil Green, Director, Westhill, 8c Blackminster Business Park, Blackminster, Evesham, WR11 7RE.

Graphic Designer responsible for layout & design of brochures, billboards, folders, cards, catalogues, stationery, leaflets, art-direction, mixed media and advertising. Responsible for client consultation & archiving all work completed.

Main software used: Mac, InDesign, Photoshop, QuarkXpress, Illustrator, Go-Live, Freehand.

Jan 2000 - Mar 2004 - IBM Knowledge Factory, IBM UK Ltd, Mailpoint 15, PO Box 31, Birmingham Rd, Warwick, CV34 5JL
Ref: Steve Woods, Manager, Tel: 01252 558245, Email: steve.woods@uk.ibm.com

E-Learning Designer developing and delivering web based IBM Learning Services training courses for clients such as Barclays Bank, United Nations, Philips, Shell, Standard Charter Bank, & NTL. Internal IBM courses & marketing material, also responsible for archiving.

Main software used: PC / Windows, Photoshop, Freehand, Flash, Fireworks, Dreamweaver, Captivate.

Oct 1999 - Jan 2000 - Ragdoll Ltd, Timothys Bridge Rd, Stratford on Avon, Warwickshire, CV37 9NQ

Graphic Designer, covering maternity leave to produce a new cover for Rag magazine, packaging and other in-house work.

Main software used: Mac, Photoshop, QuarkXpress, Illustrator.

Sept 1998 - Oct 1999 - The Spark magazine, 86-88 Colston St, Bristol, BS1 5BB

Graphic Designer, responsible for page layout and design of magazine, typesetting & artworking.

Main software used: Mac, Photoshop, QuarkXpress, Illustrator.

May 1998 - Aug 1998 - Sunday Express, The Northern & Shell Building, Number 10 Lower Thames Street, London, EC3R 6EN

Graphic Designer - Freelancing, typesetting / page layout & artworking for very busy Broadsheet.

Main software used: Mac, Photoshop, QuarkXpress, Illustrator.

Nov 1995 - Mar 1998 - Pressmasters, 60 Caroline St, Hockley, Birmingham

Graphic Designer at a small printers, mixture of Design & Repro work

Main software used: Mac, Photoshop, QuarkXpress, Illustrator.