

Paul Burnhill

Why Should You Read This?

Because you'll discover a passionate, skilled and focused designer, who is easy to deal with and great with colleagues and clients. I have over 18 years of design experience across print, online and mobile - if it needs graphics, I've probably done it! I'm fast, reliable and care about the details and I'm looking to embrace new design challenges (particularly in web design). So if you think you've got the perfect spot for me on your roster, drop me a line and thanks for reading.

Core Skills & Competencies

18 Years Experience • Creative Design • Easy-to-work-with • Web Design • Fast Artwork Production • Client Focussed Technical Knowledge • Database Publishing • Project Management • Staff Mentoring & Training • Studio Management

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Education & Qualifications:

Southport College: BTEC National Diploma in Graphic Design - 1992-1994

Bootle High School: 8 GSCE's - 1987-1992

Work History:

SMR Creative (July 1994 - December 2012)

Creative Agency with strong credentials in the Food & Drink sector, working for Blue-Chip companies such as Kenco, Dr Oetker, No Fear Energy, Cadbury, Vimto and Holland's Pies.

As the second employee to join this company, my role and responsibilities developed and expanded in conjunction with the agency itself.

Senior Creative (2000 - December 2012)

I have consistently been a core part of the creative process. This includes brainstorming and concept meetings, developing ideas and providing creative direction as well as artwork production and client communications.

Lead Web/Digital Designer (2007 - December 2012)

I have built websites since 1998 but with my experience in database publishing, I was able to use my skill-set to produce CMS solutions (primarily custom Wordpress sites). As well as this I've built many 'brochure-ware' sites in HTML/CSS and prefer to do all my coding by hand rather than using a visual editor. I've created fully designed and tracked e-mail newsletters for a number of clients and have also created mobile focused solutions such as 'responsive design' sites, Adobe DPS built iPad folios and touch-friendly PDF's.

Database Driven Publishing Division Manager (2006 - December 2012)

Launched and ran a self-contained start-up within the company. This included bringing together a software solution, presenting and marketing it (including trade shows) and producing the client work. This involved building flexible InDesign templates to accept the data and also the creation of database schema for populating via a web portal as well as data-cleaning.

Production Manager (2010 - December 2012)

I took over responsibility for the expanding large format print division of the company. This included the tendering and winning of a 3 year contract to produce all of the UK vending branding for a leading global brand. This required bringing online £70,000 worth of new equipment and the development of specialised production techniques. It also required the production of 100's of pieces of artwork and collateral materials as well as the admin and reporting systems. I also managed all day-to-day planning of production as well as quality control and client relations.

Studio Manager (2000 - 2006)

Served as Studio Manager for a number years, providing creative direction and guidance to the designers and senior designers under me and reporting to the partners and clients. I participated in the recruitment and interview process for new staff and, when necessary, disciplinary procedures.

Senior Designer (1996 - 2000)

Creative design for print as well as some early (pre CSS) websites. I worked solo and as part of a team. I also work with and mentored new team members.

Graphic Designer (July 1994 - 1996)

Creative design for print up to repro/ready-for-press standard. (I still ensure any work I produce is clean and issue free).

Technical Expertise:

Through all of these roles I have also served as technical support & set-up for the business and provided software advice and training to staff. This included making IT purchasing decisions and also providing support to customers when interacting with our systems. I also set up and maintained the studio job logging database system as well as domains and web hosting.

Client Relationship Experience:

I have always worked directly with clients and have frequently received compliments for my customer service skills. I have regularly been part of the 'pitch & presentation team', presenting to both to current and prospective clients, up to and including boardroom level. I have also made presentations solo and given website CMS backend training to large groups.

Achievements:

- Part of the creative team for a Pentaward winning sports drink packaging.
- Managed several new Blue-Chip key accounts one of which expanded the company turnover by over 70% in 14 months.
- Planned and implemented the studio team workflow including a central work archive, offsite backup, standardised job tracking and client reporting as well as training all staff in it's use.
- Developed a database driven publishing system for creating template driven InDesign artwork from a database. Primarily used for catalogue work, it can create a 500 page catalogue in minutes. This involved bringing together many different solutions and required co-ordinating several developers from different fields.
- Served as Brand Guardian for a large UK architectural hardware supplier.
- Setup in-house photography studio which now produces images used on well known retail packaging.

Software Competencies:

- Expert user of InDesign, Illustrator and Photoshop (and have trained others in their use)
- Proficient in QuarkXpress
- Able to hand-code HTML & CSS (including some experiments with HTML5)
- Experience of using JQuery, Javascript and PHP
- Some background in databases including MySQL and Filemaker

Interests:

I'm passionate about technology and computers in particular. I can usually be found in front of a monitor and have recently built my own "Hackintosh". I try to keep up with the latest developments on the web and my bookshelf is full of tech books. I also enjoy photography.

I am a car owner with a full, clean UK Driving Licence.

References available on request.

PDF Portfolio download: www.paulburnhill.net/portfolio