

DAVID HADDINGTON

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QUALIFICATIONS

- **PGDip Web Specialist Diploma**
Pitman Training – Awarded July 2018
- **BA(Hons) Graphic Design**
Falmouth College of Arts (now University of Arts) – Awarded June 2001
- **BTEC Foundation Studies: Art & Design**
Braintree College – Awarded June 1998

KEY SKILLS

- 16 years' experience in a design studio environment, working on briefs for a range of audiences from concept to final artwork
 - An authority in Adobe Creative Suite, especially InDesign, Illustrator and Photoshop.
 - Excellent knowledge of HTML5, CSS3 and Microsoft Office applications
 - Producing high quality design work for a broad range of print and digital mediums, (website, email, social media, advertising, logos, campaigns, flyers and posters), including e-comms, banners, newsletters, bespoke CMS pages and other print and display materials
 - Ability to adapt to different styles and tones of voice, either from scratch or taking inspiration from existing artwork
 - Content management and publishing web content using CMS
 - Experience in JavaScript and WordPress
 - Strong branding skills
 - Outstanding attention to detail and a keen eye for sharp design
 - A creative problem solver with the ability to stay calm under pressure
 - Website building/creation and design
 - Good communication and interpersonal skills
 - Photo sourcing and retouching
 - Barcode production from scratch for print publications from ISSN or EAN
 - Product photography and studio work using Broncolor lighting system
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EMPLOYMENT HISTORY

Freelance Graphic Design Work, June 2018 – present

My freelance work focuses on web-based design projects, including the creation of my wife's website, as she is a newly-turned freelance copywriter and journalist. I designed and developed this website in HTML and CSS, implementing an interface that uses parallax scrolling.

Art Editor, Aceville Publications Ltd,

August 2017 – present

In my role as Art Editor, I work within a design studio that works across multiple print titles. I am specifically responsible for two titles produced for the learning sector – *Teach Early Years* and *Nursery Business*. My duties include, but are not limited to:

- Creation of page layout and typography while ensuring both are on-brand with the relevant titles
- Creation of marketing materials, advertorials and promotional designs from briefs given by magazine advertisers/clients or in-house editorial teams (such as website, email, social media, advertising, logos, campaigns, flyers and posters)
- Image retouching
- Managing junior staff and leading production when necessary
- Cover design
- Data backup
- Pre-press production: PDF production, pre-flighting and soft proofing

Graphic Designer, Aceville Publications Ltd,

April 2016 – August 2017

In my role as Graphic Designer, I worked across multiple titles, including *Your Fitness, Health & Wellbeing, Soul & Spirit, Crafts Beautiful, Let's Knit, Healthy Diet, Natural Health* and *Grow Your Own*. My duties involved the creation of editorial layout and typography for Aceville's print titles, the creation of marketing and promotional materials for magazine clients, image retouching, data back-up and pre-press production

Art Editor, Haversham Publications Ltd,

May 2006 – April 2016

In my role as Art Editor, I designed and produced six magazines in total. The last two I was responsible for were among the UK's biggest hair and beauty titles – *Hair* and *Blackhair*. Previous titles I have also worked on in the company are: *HairStyles Only* (Europe's #1 selling hair title); *Hair Now; Perfect Hair and Nails* and *Tattoos Only*. My duties included, but were not limited to:

- Creation of page layout and typography for print magazines
 - Processing and creation of advertising artwork as per briefs supplied by clients
 - Creation of promotional marketing materials such as logos, banners, posters, newsletters, flyers etc for various consumer-focused awards led by Haversham Publications
 - The creation of a website for the Freebournes Studio – a photographic studio owned by the same parent company
 - I was the in-house photographer shooting and styling product photoshoots for national women's lifestyle magazines *Hair* and *Blackhair*
 - Cover design
 - Barcode production
 - Production schedule management
 - Pre-press production: PDF production, pre-flighting and soft proofing
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Graphic Designer, Haversham Publications Ltd,

March 2002 – May 2006

In my role as Graphic Designer, I reported to an Art Editor and worked on various assignments for *Blackhair, Good Health, For The Bride, Bliss For Brides, Hairflair and Beauty* and *Low Carb Energy* magazines. I was responsible for page layout and typography, product photography, retouching and photoshop work, illustration and communication with the relevant editorial teams.
