

Senior Graphic Designer  
Design / Studio Manager  
UX / UI Designer



20+ years experience:  
Presentations  
Print  
Digital

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## RECENT EMPLOYMENT HISTORY

### Owner and Designer

Oct '20 – present

#### ODETTE DESIGN, EAST HERTFORDSHIRE / LONDON

- Delivering high quality creative design solutions for presentations, print and digital products. Most significant client currently The Storytellers now Accenture (Management consultants). Their clients span an array of sectors such as Tech and Medical to Consumer Goods.
- Significant period of study 2021 (Covid lock-down), and have continued between jobs since. See right column for details. Also my sporadically updated blog: [OdoesDesign](#)

### Designer / Studio Manager

Apr '16 – Oct '20

#### TULCHAN COMMUNICATIONS LLP, LONDON

*Medium sized financial PR company*

- Managed day-to-day operations of studio: briefings, workflow, team of freelance designers, suppliers, colleagues
- Designed and managed the production of hundreds of new business presentations and RFPs from brief to production. Maximised productivity from a small team on short time frames
- Established the graphic department as the go-to-choice for all design projects. I ensured pitch documents leveraged Tulchan above their competitors, that the quality of design matched the substance of Tulchan's business offering and short turn-around deadlines were met every time
- Managed design, specification and delivery of company re-brand and sub-brand for events (Frameworks), this included new website and branded collateral: print and digital
- Encouraged and oversaw the move from Indesign to Powerpoint for all presentations
- Adapted to work-from-home environment due to Covid lock-downs. Encouraged and shared knowledge about agile ways-of-working using Office 365 and Adobe Cloud.
- Worked within a highly secure (market sensitive information), PC based environment. I often pro-actively collaborated with IT and FD to find best working practice solutions for the company with a view to increase efficiency and deliver high quality inhouse literature, event and marketing solutions. One significant project being to technically understand and source a Marketing Automation Software Solution that integrated with the CRM to reliably track and send digital event invitations – particularly challenging within the very secure IT infrastructure

### Owner and Designer

Jun '10 – Apr '16

#### ODETTE DESIGN, LONDON

- Projects such as: brochures, documents large and small, brand guidelines, marketing collateral, tool kits for marketing departments, interactive PDFs, infographics and icons, HTML emails, banner ads, creative implementation for print and digital, presentations, retouching, illustration
- Clients such as: Capita, Colefax & Fowler, Independents United, Kerbang, National Theatre, The Storytellers, Uffindell
- Brands such as: Capita, Cushman & Wakefield, Guinness, Harley Medical Group, Higgins Homes, Johnny Walker, Metso, National Theatre, Pitney Bowes

### Designer / Studio Manager

Mar '07 – May '10

#### COLEFAX AND FOWLER, LONDON

*Medium sized luxury fabric and wallpaper company*

- Role: Design and studio management; design; art direction; project management; artwork / production; press passing; commissioned and managed external suppliers
- Nurtured and managed all 6 in-house brands: Colefax & Fowler, Jane Churchill, Manuel Canovas, Larsen, Kingcome Sofas, Sibyl & John Antiques)

Please ask me about work samples – I have to consider the NDAs I have signed.

## RECENT COURSES & QUALIFICATIONS

### UI DESIGN

Learnui.design, 2023

### DIPLOMA IN UX DESIGN

UX Design Institute, Jul '21

### IXDF MEMBERSHIP

Ongoing webinars and courses

### UNDERSTANDING SOFTWARE

UX Design Institute, May '21

### ADVANCED POWERPOINT

Media Training, Jul '20

### ADVANCED WORD

Media Training, Nov '19

On-going study through Webinars, Podcasts, Articles

Various software tutorials

## FORMAL EDUCATION

### GLASGOW SCHOOL OF ART

BA (hons) Graphic Design

## SKILLS

[Software](#)

[Sector experience](#)

[Design experience](#)

## REFERENCES

Available on request

## PORTFOLIO

[www.odettedesign.co.uk](http://www.odettedesign.co.uk)