

# ROBERT

GRAPHIC DESIGNER | ILLUSTRATOR | ART EDITOR

# COULD

28 Whaddon Drive | Loughborough | Leicestershire | LE11 2AP | England  
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## About me:



I am currently looking to expand my abilities beyond my existing influences - I feel I need a challenge - I need more motivation, responsibility and more freedom to diversify and express my creative side - especially in new media and illustration as well as my traditional graphic design background.

At the moment I'm a competent print/magazine graphic designer who takes on responsibility, is calm under pressure and can prioritize and handle multiple projects. I'm experienced in QuarkXpress, Photoshop, Freehand, Illustrator, also I can program in HTML and use Dreamweaver. Whenever possible I like to use my own illustrations and couple this, if warranted, with my design work for a complete solution.

I can use Mac/PC systems and also oversee production and repro. I can check output to 4-colour film. I'm skillful, hard working and conscientious. I see projects from conception through to completion working collaboratively with work colleagues to ensure good understanding of typography, photography and layout - and to help achieve an excellent final product.

## Career history:



### 1999-PRESENT | FREELANCE DESIGNER/ILLUSTRATOR

- Produced a complete design package for *Spiral Classics* - a local classical music mail-order business - which included designing the logo, website, business cards, and magazine adverts.
- Designed company logo, business cards, letterheads and compliment slips for a start-up web-design consultancy company named *Pixel Brain*.

### 1999-PRESENT | THOROUGHbred & CLASSIC CARS MAGAZINE | SENIOR DESIGNER

- Started working on *Thoroughbred & Classic Cars* magazine as Senior Designer - the UK's original classic car magazine. I helped to re-design the magazine prior to its re-launch in December 1999 helping to establish a new core readership after it suffered an image problem throughout the late nineties.
- Responsibilities: To use the best typography and design to the advantage of the magazine, create concepts for features, brief photographers, direct photoshoots and to make the most visually attractive features with the best possible use of photography.

### 1997-'99 | ATHLETICS WEEKLY MAGAZINE | DESIGN EDITOR

- I was promoted after the production editor left. His responsibilities were transferred and added to mine.
- Responsible for the overall design and production of *Athletics Weekly* and the quarterly *Athletics Coach*. I had to ensure issues were never late to the printers and had to check-off 4-colour film at repro-house for errors. I produced the flatplan and liaised with the advertising department concerning placement and priority of adverts and also briefed the staff photographer regarding direction of live events.

### 1996 | ATHLETICS WEEKLY MAGAZINE | DESIGNER

- Started working for the UK's premiere athletics track and field weekly.
- Responsibilities: To flow copy, design page layout, liaise with editorial staff to ensure best treatment of articles and design *Athletics Coach*, a quarterly publication for professional athletes and coaches.

### 1995 | FREELANCE MAGAZINE WORK

- Started freelance design work for EMAP Pursuit Ltd in the UK. Working on *Gallop!* magazine - a new magazine launch targeting the equestrian youth/lifestyle market.

### 1993-'94 | FREELANCE ILLUSTRATOR

- Designed a cinema booking system for local multimedia company *Comunik8* including a proposed graphical user interface for a stand-alone touch screen unit to be used in cinema foyers.
- Commissioned to illustrate a couple of covers for the *Guardian* magazine.
- Whilst studying at De Montfort university I was commissioned to produce a full-colour illustration for the national UK TV and radio listings magazine *The Radio Times*.

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## Education:



### 1991-'94 | DEMONTFORT UNIVERSITY, LEICESTERSHIRE, UK

BA (Honours) Graphic Design (specialized last year in illustration)

### 1990 | DEMONTFORT UNIVERSITY, LEICESTERSHIRE, UK

Art & Design foundation

### 1988-'90 | RAWLINS COMMUNITY COLLEGE, LEICESTERSHIRE, UK

A-Levels: Art & Design | Computer Science

### 1986-'88 | RAWLINS COMMUNITY COLLEGE, LEICESTERSHIRE, UK

GCSEs: Computer Studies | Mathematics | English Literature  
English Language | French | Physics | Art & Design

## Skills:



### OPERATING SYSTEMS

MAC OS | Windows 3.1x/95/98/2000 | MS-DOS

### PROGRAMS

QuarkXpress | Photoshop | Freehand | Illustrator | Fireworks | Dreamweaver  
Microsoft Word | Acrobat/Distiller | ISDN software

### SKILLS

Conventional and computer illustration | Photoshoot briefing and art direction  
Photography | Website design and HTML/JavaScript programming

### LEARNING

Flash

## Interests:



Playing the guitar (electric and acoustic) | motorsport | sports kites | travelling | reading  
listening to music | photography | illustration (computer and conventional) | print & web design

## References:



### SAM EATON

Senior Systems Manager, Pavilion Internet, Brighton, ENGLAND  
e-mail: sam@pavilion.net

### NIGEL WALSH

Editor, *Athletics Weekly*, Descartes Publishing Ltd, Peterborough, ENGLAND  
e-mail: nigel@hollyroad.free-online.co.uk

### RICKI MARTIN

Digital Artist, Electronic Arts, Vancouver, BC, CANADA  
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### MARK BRADLEY

Art Editor, *Nintendo Official Magazine*, EMAP Active, Angel House, London, ENGLAND  
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