

Rachel Scanlon

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PROFILE

A highly motivated Freelance Graphic and Web Design Professional, combining creativity with extensive technical knowledge to create striking contemporary visual design with purpose and intent. Showing a good understanding and knowledge of information architecture, to ensure design effectiveness is achieved at all times and to tight deadlines. Strong communicator with excellent presentation and interpersonal skills, confident enough to meet and liaise with clients on all levels. Capable to take a design brief from concept, to design development to production, with knowledge of Print Design. Self-motivated, handling responsibility well, with the flexibility to work on own initiative, or as part of a team as required. Strong problem solving and analytical ability.

GRAPHIC DESIGN

- Producing mainly 2 dimensional designs for a variety of purposes, including advertising, logos, posters, leaflets, stationery, sales literature, labels and magazines
- Attending meetings and liaising with clients, providing a design brief if required and cost effective quotation
- Choosing the appropriate media and style to suit the products, keeping within budgetary constraints and time limits
- Choosing the appropriate typefaces, sizes, images and colours for the design
- Preparing rough sketches or visuals of the design and presenting to the client for approval
- Translating these to computer using page layout software (InDesign, PageMaker, QuarkXpress) and creating any graphics required (Photoshop, Illustrator, CorelDraw)
- Working with commercial printers to turn the final approved design into the product, ensuring the job is 'print-ready'
- Sending to imagesetter/film and making commercial printing plates
- Working for commercial printers, and on-site with client's Drawing Office to produce a variety of design/desktop publishing work as and when required

WEB DESIGN

- Attending meetings with clients to discuss their website requirements
- Drawing up a full job specification/design brief and providing a cost-effective quotation based on their needs
- Sourcing outside web development agencies/contract staff as the job may dictate and Project Management of all resources until completion
- Creating initial design ideas and concepts for presentation to the client
- Translating these to computer by using web design software (Dreamweaver, FrontPage, HTML, CSS) and creating any graphics required (Photoshop, Illustrator, Fireworks)
- Carrying out checks to ensure the finished site is fully functional and meets the requirements of the client
- Once the client is satisfied, uploading the completed website, before registering with search engines and directories, as required
- Working with other web development agencies, to create and produce a range of work as required, including e-newsletters/micro sites and front end designs for programmers, to make their sites look more visually appealing

The above areas of expertise have enabled me to create an extensive portfolio of work and client testimonials, which are available on request.

INFORMATION TECHNOLOGY

- Helpdesk, desktop and server support engineer experience in various computer-based networks and software (MS Windows 2000 Server and Professional, Novell Netware 5.11, Mac OSX, MS Outlook/Exchange, MS Office, Novell Groupwise)
- Project Management for IT projects including operating system/desktop roll-outs and hardware asset audits
- Acting as the primary technical contact for clients and building relationships to ensure total confidence
- Problem management and ensuring resolution of support requests within agreed time-scales
- Prompt escalation of issues affecting level of internal IT resources, for example server downtime
- Management of additional IT engineer resources
- Purchasing and maintaining software and licensing, hardware and peripherals
- Producing technical user documentation when required along with training company staff

EXPERIENCE

- 2003 - date **SPRIT CREATIVE LTD**
Freelance Graphic and Web Designer
- 2001 - 2003 **DATALECT GROUP LTD**, Perivale
2002 - 2003 Managed Services Engineer
2001 - 2002 On-Site Engineer
- 1999 - 2001 **INTERQUAD LEARNING LTD**, Milton Keynes
MIS and Set-Ups Engineer
- 1993 - 1999 **RS PRESS LTD**, Watford
1996 - 1999 IT Manager
1993 - 1996 Mac Operator/Designer

COURSES

Open University T171 - You, Your Computer and the Net, M206 - Computing, An Object-Oriented Approach, A171 - Start Writing for the Internet

QUALIFICATIONS

- 2004 - C&G Level 2 - Internet Web Page Design
2000 - Certified Netware Administrator (CNE)
2000 - Microsoft Certified Systems Engineer (MCSE)
1999 - NVQ Level 2 - Computer Networks
1998 - NVQ Level 2 - Computer Maintenance and Installation
1994 - C&G Level 2 - Desktop Publishing
1993 - NVQ Level 2 - Business Administration
1992 - 11 GCSEs passed including Maths, English, Science, Graphic & Product Design, French, German and RE

PERSONAL DETAILS

- Date of Birth: 17th May 1976
- Marital Status: Single
- Driving Licence: Full/Clean

INTERESTS

I enjoy Yoga to relax and walk regularly in the Chilterns countryside with an organised group. I am an active member and previously held the position of Web and e-Services secretary on the group's committee. I was responsible for updating and maintaining the group website and was required to attend quarterly committee meetings for input on how the group was run. I still regularly organise and lead walks for the group.