



GARETH CHADWICK

Midweight / Senior Graphic Designer
Branding / Print / Digital / Manchester / UK

CURRICULUM VITAE





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Education

Manchester Metropolitan
University

Art & Design Foundation

Leeds College of
Art & Design BA (Hons)

Visual Communication

Specialisms

Concept design

Branding

Packaging

Art-working

Web assets

Podcast production

Repeat patterns

Screen printing

Photography

Mock ups

Web design

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Overview

A creative and energetic designer with a natural flair for all things brand and product. With strong technical skills using Adobe Creative Suite and a genuine creative approach to problem-solving, I'm equipped to deliver high quality and well thought out solutions across multiple disciplines and product sectors. From FMCG products to boutique experiences and events. As well as crafting a wide range of bespoke logos, original packaging solutions and eye-catching event spaces, I've gained over 8 years art-working experience across both print and digital, in both in house and agency style environments. Often managing several projects at once, I can deliver excellent work, accurately and without compromising on quality.

Experience

Make Events - Midweight / Senior Graphic Designer

March 2022 – Present (21 months) In-house

Make Events are a full-service events agency delivering creative production and logistical of high end corporate and boutique events. My main responsibilities are to deliver highly creative solutions for all aspects of client events, that not only achieve exceptional look and feel, but create solutions that can be successfully rolled out across, print, digital and video content. Working under pressure in this fast paced agency environment has enabled me to further develop my creative branding skills into new areas, including podcast filming and editing, to large scale print and Keynote presentations for awards and speaker content.

Clever Company - Midweight Graphic Designer

April 2020 - March 2022 (2 Years) In-house

In house graphic designer for inflatable goods manufacturer specialising in hot tubs and garden accessories. Brand guardian for all product and packaging artwork, from original conception through to gold seal samples. I worked closely alongside in-house mechanics and 3D product team to develop innovative design solutions and unique accessories to enhance the brand's product portfolio, adding value to existing and new product models. I also supported the marketing and sales teams by creating high quality product presentations, website assets and social media content to accompany the launches of new and existing products.

The Hut Group - Midweight Graphic Designer

April 2019 – April 2020 (1 year) Freelance in-house

The Hut Group generate content including video, photography, email, and web assets for various brands ranging from beauty to wellness, fashion and lifestyle products. As a creative artworker in the beauty department I looked after email, web asset generation and some creative photo-shoots for new products such as Mio, Mamma Mio, Eyko and Beauty Box. Working in this fast-paced agency environment allowed me to learn how to work efficiently between Photoshop, Illustrator and Indesign.

BeautyBay, Own Brand Department - Midweight Graphic Designer

February 2018 - April 2019 (1 year, 2 months) In-house

Lead designer for the in house "Own Brand" design team. My main responsibility at Beauty Bay was to create, develop and deliver the company's very first own brand range of cosmetics and accessories into the market. I successfully conceptualised and delivered a full product range that crossed multiple demographics, whilst nurturing new relationships with product and packaging suppliers based in China. This project was all delivered successfully under tight time constraints and budgets, all from a team of 4 people.

Technical Skills



**Adobe
Photoshop**



**Adobe
Illustrator**



**Adobe
InDesign**



**Adobe
Premiere Pro**



**Digital
Photography**

Personal Skills



**Time
Management**



**Multi
Tasking**



**Problem
Solving**



**Brew
Making**

Sambro International - Midweight Creative Artworker

October 2015 – November 2017 (2 Years 3 months) In-house

As part of the soft-lines design team I would conceptualize, design and produce various ranges of backpacks and accessories for multiple licensed brands such as Disney, Lego, Warner Bros and Universal. Whilst creating concepts for core stock, I also developed new ranges of softlines for Hello Kitty, Disney Princess, and Lego Batman. Sambro really helped me to enhance my technical art-working skills from junior up to a midweight standard, teaching me how produce creative, but accurate production files for factories whilst also adhering to strict licensor guidelines.

Samson Hosiery Ltd - Junior Product Designer

September 2013 - September 2015 (2 Years) In house

Samson Hosiery is an independent sock manufacturer based in Manchester city centre. My responsibilities included developing new products for their various in-house brands whilst creating an exclusive range of hand sublimated sports socks called Sock Studio. I also looked after their various social media channels such as Instagram and Facebook, ensuring that posts were aimed at their target demographic and maintained with fresh new engaging material. Other responsibilities related to ensuring that every product image on-site was consistent and executed to a high standard.

Toxicfox.co.uk - Junior Graphic Designer

August 2012 - August 2014 (2 Years) In house

Toxicfox.co.uk is a fast-growing online gift retailer based in Stockport, Manchester. As a junior designer, I was responsible for creating engaging assets for the website, including banners and product imagery. As I developed my photography and Photoshop skills, I became responsible for recreating all the product imagery for the company's UK and US websites. As well as creating engaging online imagery, I was also responsible for creating over 80 products as the company expanded. This included complete ranges of mugs, posters and wall art, all of which could be fully customised using "Direct Smile" print personalisation software.



Personal Profile

In my spare time I like to create artwork, web assets and advertising concepts for a number of small personal projects.

1. My own t-shirt label "Hope Supplies". This is a fantastic creative outlet for me and enables me to experiment with print techniques and finishes alongside networking with various creatives & suppliers.

2. I am currently designing and writing a cocktail book called "Do me a flavour". This is a homage to my younger years as a cocktail bartender and my love of great food and drink.

3. I also love to relax by playing football with friends and creating mix-tapes and bootlegs to upload to my Soundcloud profile "Kid Got Soul" which is close to reaching 10,000 plays!



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