

Charles Walker

Portfolio:

charles-walker.com

Contact:

+44(0)7940266664

hello@charles-walker.com

linkedin: charles-walker-534996163

Education & Qualifications:

2015-2018:

Coventry University:

2:1 in Graphic Design BA(Hons)

2013-2015:

Christ the King College:

A Level passes in Graphic Communication, Media Studies, and Mathematics

2008-2013:

St. Thomas the Apostle College:

9 GCSE's, grades A-C

Specialities:

Branding

Motion Graphics

Packaging

Publishing

User Interface Design

User Experience Design

Web Design

Key Skills:

Composition

Typography

Layout Design

Photography

Video Editing

Experienced in Adobe Creative Cloud and Microsoft Office.

Experienced in HTML, CSS, and proficient knowledge of Javascript.

Personal Profile:

A talented, and flexible qualified graphic designer with a proven record of delivering creative and innovative design solutions. Ability of developing projects from inception through production to final delivery, ensuring that all work was effective, appropriate and delivered within agreed timescales. Able to work as part of a team with other designers, printers, copywriters, photographers, web developers and marketing specialists.

Career Summary:

September 2020 to present:

Train Fitness - Digital Designer

Maintaining brand consistency throughout all of the work produced.

Web Development of web resources using my knowledge of HTML, CSS, and Javascript. Direct use with a custom built VLE and Wordpress.

Create illustrations including technical graphics and simplified anatomical drawings. Production of mock-ups and re-touching artwork.

Designing, creating, and updating emails and newsletters whilst working alongside the sales team to create meaningful and effective marketing campaigns with a consistent visual identity and seeing them through to fruition.

Monitor creative items to ensure they are of the highest quality for agreed specification and context.

Deliver projects in accordance with budgeted hours and agreed deadlines.

Keep abreast of emerging technologies in new media, particularly design programs and other industry-related developments.

February 2019 to March 2020:

Diabetes Digital Media - Junior Graphic Designer

Conceptualising visuals based on requirements.

Keeping myself well informed of the latest standards, changes and trends in mobile and web design.

Testing interface design across various resolutions and devices, such as: Windows, Mac, IOS and Android.

Produced content for print design including: Creation of designs for resources and marketing collateral associated with company products and services, creating and adhering to brand guidelines, creating new and making amends to existing design assets.

Creation and delivery of digital assets, animations, videos and motion graphics, designs for app and web interfaces using Adobe Creative Cloud.

High and low fidelity prototyping, improving current application interfaces with data-driven design, liaising with developers, marketers and members of the quality assurance team to identify areas for improvement.

Career Summary (Cont.):

January to February, 2019:

Frank Bright & Abel - Graphic Design Apprentice

Accountable for creating updated visual identities for existing brands.

Formulating suitable design solutions clearly influenced by the brief, research, and existing design materials.

Held accountable for updating digital and print materials in ordinance with modern design trends.

September 2015 to May 2018:

Coventry University - Graphic Design Student

Led a team to create all the Motions Graphics used for the 2018 Graphic Design Degree Show.

Created my most notable projects including a new entity for a sports programme and a new online sports network for Coventry University teams. This included outputs such as; logos, banners, publication, digital media, packaging, and webpages.

February to March, and September 2017:

Westco Communications - Graphic Design Apprentice

Involved in managing, producing, and designing various projects; West End Live (theatre production), and Active Westminster (leisure service), alongside creating content, such as; posters, leaflets, and animations, whilst adhering to and complying with company guidelines.

Answering queries and presenting projects to clients before progressing to new stages alongside recording time spent on a brief into a project management interface.

July 2016:

Camden Council, Design Department - Graphic Design Apprentice (Internship)

Creating work for multiple formats, including flyers, and banners, taking into consideration; typography, images, and composition, whilst juggling various different projects and deadlines.

Communicated with clients; initiating projects, keeping them informed on major decisions and alterations made to a project.

Liable for answering their enquiries.

2015 to Present:

Other Employment - Freelance Graphic Designer

Freelance jobs for private clients;

Creation of visual identities (logos, brochures, and leaflets) for a charitable organisation, Make Up Artist, and African Caribbean Society (Sheffield University)

Developed and created digital assets, such as, internal documents, images, and social media posts for an online fashion retailer.