

CV

Tom Cox

GRAPHIC DESIGNER

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PROFILE

Senior graphic designer with over 20 years experience offering versatile skills. A passionate creative with strong planning and time management skills who can juggle multiple projects and deliver them to deadline without compromising quality.

KEY SKILLS

Branding, corporate identity, graphic design, art direction, web design, infographics, publishing, print, pre-press, artworking, presentations, pitching.

SOFTWARE

Adobe Creative Suite, InDesign, Photoshop, Illustrator, WordPress, Premiere Pro, Office, Mac OS, Windows 10.

WORK EXPERIENCE

Graphic Designer and owner Coxeco Creative

2000 - Present

Working with big companies such as Dow Jones, Disney, BBC Worldwide, Sanrio, Nintendo, R. Stahl, as well as SMEs, start-ups, charities. I deal with a wide range of clients and have the experience to assess jobs quickly and create designs that communicate effectively.

MEDIA EXAMPLES:

Shop window digital advertising, car and bus wraps, WordPress websites, exhibition stand design, point of sale design, Google remarketing ads, Facebook advertising management, shop card and membership marketing, internal Google Slides and Docs marketing, infographics.

Role includes: art direction, graphic design, web design, branding, typography, advertising, marketing, promotions, exhibitions, signage, publishing, social media, and infographics.

SKILLS AND RELEVANT EXPERIENCE:

Having run my own business for the last 17 years I have the management skills that are needed to organise teams and projects, liaise with clients, manage budgets, produce and finish jobs to deadline.

Art Editor, EMAP Publishing

1995 - 2000

Specialising in video games magazines such as Mean Machines, Official Nintendo Magazine, Official SEGA Magazine, Computer and Video Games Magazine.

SKILLS AND RELEVANT EXPERIENCE:

I perfected my Illustrator and Photoshop skills by remaking game logos, artwork, and turning video game brands into a multi-page magazine experience. All features were designed from scratch to create a seamless flow from box art and game style to editorial style.

As a result of this experience I later worked extensively for Konami Japan, transferring game brands across all media, specialising in rich media animated web banners and web page takeovers. This role also required dealing with branded magazine partners as we ran the Official SEGA and Nintendo magazines, the parent brands would command design approval over final output. Getting it right first time proved invaluable when on a deadline.

I was responsible for finding and employing new design staff and managing their work. This included commissioning illustrators, Photographers and overseeing the in-house image setting film production. I created layouts ready for print with no artworkers involved which went straight to in-house film production, therefore my knowledge of the print process is extensive.

WORK EXAMPLES

CURATION CORPORATION 2016 - present

B2B. Financial research

Skills: Brand extension, graphic design.

Software: InDesign, Illustrator, Photoshop, Powerpoint,

I took over a scant brand and evolved it to a point where the company has partnered with Dow Jones, and they white label their service for many other brands such as KPMG and McKinsey.

A lot of pitch work was involved including infographics, brand substitution and internal sales support. Dealing with established large organisations and their internal hierarchy proved very educational.

THE BUILDING TRADES GROUP DRUG & ALCOHOL PROGRAM 2015 - present

Trade employee support organisation.

Skills: Branding, graphic design, art direction, WordPress, social media, analytics, SEO enhancement.

Software: Wordpress, Indesign, Photoshop, Illustrator.

I created the The Building Trades Group Drug & Alcohol Program brand from scratch. A tricky subject, dealing with emotive issues surrounding drug and alcohol abuse in the Australian construction industry. The brand had to really work and not come across as preachy or condescending. From web to print and everything in between I dealt with multiple real world issues such as software compatibility, internal politics and tight budgets.

BRICK LANE THEATRE FESTIVAL 2017

Entertainment event.

Skills: Brand creation, graphic design, production.

Software: Illustrator, Photoshop, InDesign.

A tight deadline for this pop-up summer theatre event needed a swift design process. I created and finalised a brand quickly, and managed the process of liaising with all stakeholders, distributing all branded marketing materials from posters to social media campaigns. Production knowledge and experience proved essential to manage the design output successfully.

MAKINEX CONSTRUCTION PRODUCTS 2015 - present

B2B. Construction Products

Skills: Brand development, graphic design, art direction.

Software: InDesign, Photoshop, Illustrator.

The 'Dyson' of the construction products world, Makinex is a company that breaks the mold by inventing completely new ways of working in construction. I took over the well-established brand design, and honed it down to offer punchy dynamic creative designs that would work in a builder's world. From signage, instruction graphics, Google Adwords remarketing, and everything else I made sure all aspects of media output were on-brand and effective. This involved a thorough understanding of complicated products and the ability to turn the tables and appreciate the experience from the customers' point of view.

EXECUTION LTD 2002 - 2008

B2B. Stockbroker

Skills: Brand development, art direction, promotional product design, graphic design, art direction, print production, web design.

Software: InDesign, Photoshop, Illustrator, Powerpoint, Word.

I was in charge of the whole range of traditional branding needs, together with more unusual internal and external marketing, such as:

- Company Christmas cards, involving every staff member.
- Powerpoint to print weekly stock reports.
- Regular Financial Times press ads.
- Charity trading day marketing.
- Marketing for high-profile client event nights

I created the design collateral to support the Execution Ltd Charitable Trust, including the management, production, and design of their promotional magazine. A big project involving 25 charities around Britain, I commissioned all content and managed the project from brief to delivery on budget.

E D U C A T I O N

Chelsea School of Art

Higher National Diploma, Graphic Design, Distinction

Foundation Degree, Distinction

SKILLS:

Graphic Design, Typography, Branding, Illustration, Packaging, Advertising, Marketing.