KIM EDWARDS

CONTACT

PORTFOLIO
www.behance.net/kimedwards14c4

EDUCATION

BATHSPA UNIVERSITY
MARCH 2022 — JUNE 2022
Level 6 Web development
Bootcamp

GOOGLE
MAY 2021— March 2022
UX design professional certification

RAVENSBOURNE (LONDON) SEPT
1993 - JUNE 1996
Degree - BA(HONS) Product Design

OXFORD BROOKES UNIVERSITY
SEPT 1992 - JUNE 1993 Foundation
Art & Design

**CHIPPING NORTON
COMPREHENSIVE**
SEPT 1985 - JULY 1992

'A' LEVEL - Pure Mathematics •
Statistics • Art • Design

GCSE's - Art • Maths • English lit •
German English Lang • Science •
Further Science • Design and
Realisation • Geography

CPD

Introduction to UX and accessible
design.
UAL: Creative Computing Institute
certificate of achievement. (2021)

Techpixies Social Media
Management, CPD certification in
Instagram/ Facebook Twitter/linked-
in and Pinterest. (2021)

Adobe ACA Certification Web design
using Dreamweaver.

City & Guilds HTML for web-design
(2000)

Code Academy - HTML & CSS

EMPLOYMENT HISTORY

MARCH 2020 - PRESENT
I have taken the opportunity during the pandemic to up-skill, I have
completed the Google certification in UX design learning all aspects of
UX design from user research through to producing high fidelity
prototypes in Figma and Adobe XD.

I have also completed a level 6 web developer Bootcamp with Bath Spa
University and the institute of coding, where I have learnt the skills
needed to work as a web developer such as HTML, CSS, Javascript,
React.

(VOLUNTEER) CHICKS CHARITY - JUNE 2018 - 2020
Voluntary brand designer
I volunteered as a designer for the Chicks Charity, during this time I
created designs for several sub-brands and campaigns for them
including the Ice-cream moments campaign, CHICKS memory makers'
ball, the signage design & graphics for their new retail shop and the
'Dance the Day away' campaign. Designing effective campaigns which
have brought awareness to the CHICKS charity through successful sub-
brand logos, print and digital collateral that works in harmony within the
main CHICKS branding. This role was on a casual voluntary basis

FREELANCE EMPLOYMENT - OCT 2016 - JAN 2018
Self employed freelance designer
Using my extensive experience to manage and coordinate design
projects from concept through completion. Liaising closely with clients to
create successful design solutions whilst also meeting their deadlines.
Using my own imitative to produce original designs for a variety of
collateral inc branding, print and digital.

(FREELANCE) EMBLIME - OCT 2016 - OCT 2017
Senior freelance designer
Liaising directly with clients to produce original brand designs, print and
digital collateral, wire-framing and website concept designs. I was
brought on board to work on the re-branding project for the charity
'Spurgeons' which involved producing branding concepts right through
to print and digital ready artwork. Whilst at Emblime I also worked on
several projects for B&Q and Mastercard.

GLOBAL HANGER SOLUTIONS LTD. Nov 2012 - Oct 2016
Senior Designer
Whilst working for GHS I designed and produced company branding and
assets, print collateral and designed a new company website. I was also
responsible for producing artworks to go onto GHS products, for high
street brands such as Tommy Hilfiger, Monsoon and Accessorize. My
role was very flexible and involved working through the life-cycle of
projects from ideation and concept development through to final
artworks.

BRAITRIM / BRAIFORM UK - July 1996 - Jan 2010
Senior Product & Graphics Designer
I was employed as a creative graphics and constructional packaging
designer, producing innovative new packaging solutions for the garment
& gift industry from written or verbal client briefs for high street stores
such as Disney store, M&S, Matalan & Mothercare, Debenhams,
Crabtree & Evelyn to name a few.

I was responsible for all stages of the design process from concepts,
producing cutterguides, through to creating print ready artwork. The
packaging solutions being mainly produced from card, polypropylene
etc. I gained a full appreciation of 2d and 3d packaging & graphics
techniques, and also the importance of studying current & future Market
trends. I gained a strong understanding of the industry and clients
needs, being able to provide realistic working packaging solutions.

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SKILLS
• Adobe Creative Suite
• Adobe Illustrator
• InDesign
• Photoshop
• Adobe XD
• Figma
• Product Design
• Graphic Design
• Packaging design
• UX Design
• UI Design
• Wire-framing and prototyping
• User journey Mapping and
  storyboarding
• Constructional cutter-guides
• CAD
• Print Design including tickets,
  labels, flyers, posters,
  promotional goods, brochures.etc.
• Branding and Sub-branding.
• Logo Design
• Web / App design
• Digital Design
• HTML & CSS
• JAVASCRIPT
• REACT
• Design systems

PERSONAL STATEMENT

During the pandemic I have up-skilled and have completed the Google UX Design professional certificate, being one of the first people in the UK to achieve this. I have also recently undertaken a 12 week intensive level 6 web developer bootcamp with Bath Spa University / Institute of coding.

I am currently seeking employment within a junior role where I can use my newly acquired skills along side my existing design skills

I am an experienced designer with a product design degree and proven working experience in many areas of the design industry. My design experience spans many years of employment in the design industry, I have worked for a wide variety of brands such as Disney Store UK, Matalan, Debenhams, Crabtree and Evelyn and have experience on a wide variety of projects from initial research through to mood / style boards, concepts and producing die-lines and also print ready and digital artworks. UX and UI for mobile and desktop.

I am self-motivated and approach my work with a methodical manner. This enables me to produce creative yet viable solutions for the real world. I am very interested in how users interact with products / designs and always approach any problem from a UX perspective.

I am conversant in the Adobe Suite in particular Adobe Illustrator, Adobe Indesign and Photoshop.

I have also completed an Adobe Education course on Adobe XD and have achieved my Adobe ACA certification in web design using Dreamweaver. I more recently have learnt to use Figma for wireframing and prototyping

I have a drive to learn more and am continually trying to improve upon my skills, having shown this by attending several courses outside of my employment to further my skills in other areas of design such as: City & Guilds in HTML, Adobe Flash, Adobe ACA certification in Adobe Dreamweaver, Google UX certification & more recently by attending an intensive 12 week Web Developer Bootcamp

I have a very hands on approach to work. and flourish in an environment where I can learn from experience gained in role. I am able to work well with individuals at all management levels and to adapt a working style appropriate to the environment/ audience.

I have attention to detail and am able to plan well in advance to deadlines. I enjoy completing projects and tasks efficiently to a high quality.

I enjoy visualising processes and conceptualising and solving problems, and I continuously seek an understanding of how things function and work and I enjoy roles which require continuous learning and applying new skills and ways of thinking.