

# CARL DAWSON

## CONTACT

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A professional and confident graphic designer who will make a well liked team member in any company. Excellent communication and problem solving skills and a good ability to work upon his own initiative. Having worked very closely in print, design, POS & advertising in Leicester and Northampton for the past 30 years, will bring a wealth of industry knowledge to any company.

## KEY SKILLS

- Fully proficient in Adobe Creative Suite CC
- Full UK driving licence

## EDUCATION & TRAINING

- 1998 - 1991
- Digital Pre-Press (Taylor Bloxham Group)
  - Digital Print Apprenticeship
- Undertook Apple Mac training, scanning, digital film output. Gained an understanding of the Apple software Quark Express, Illustrator, Photoshop.
- 1991 - 1988
- Print Design & Repro (Taylor Bloxham Group)
  - Print Apprenticeship (Merit)
- Undertook film-finalising, planning and plate-making.
- 1988 - 1983
- Lancaster Boys School, Leicester. Qualifications: 5 x O level standard grades. City & Guilds in printing (Pass)

## EMPLOYMENT HISTORY

2020 - 2018

**POSITION:** Middleweight 2D Designer

**COMPANY:** HRG Ltd

[www.hrg.co.uk](http://www.hrg.co.uk)

Role involves working in the development team in the HRG studio, servicing the William Grant and Nestle accounts. I work on many projects that go into airports with brands like Jack Daniel's, Hendrick's Gin, Kit-Kat and Monkey Shoulder. Working with the Creative Suite and using technical drawings, brand guidelines and other specifications, supplying print or digital ready files worldwide.

2018 - 2012

**POSITION:** Senior Mac 2D Artworker

**COMPANY:** IDEA Ltd

[www.idealtd.uk.com](http://www.idealtd.uk.com)

Role involved taking a brief from the project developer for all print elements of the specific project and seeing through to production. Ranging from permanent and temporary POS displays, using various processes including litho & digital print, screen print and CNC. Other work includes graphics for web and client style guideline development.

2012 - 2008

**POSITION:** Freelance Graphic Designer

**COMPANY:** Third Wave Design

[www.thirdwavedesign.blogspot.com](http://www.thirdwavedesign.blogspot.com)

Role involved developing a greater understanding of graphic design and to significantly improve my skill set.

2008 - 1998

**POSITION:** Studio Manager

**COMPANY:** Michael John Design Ltd

Role involved managing a team consisting of junior, middle-weight graphic designers and visualizers, supporting the sales team to secure new clients and improving our promotional material, website, literature and the overall look of the business.

This position also enabled me to gain a greater understanding of in-store communication, the cosmetics market and the POS industry.

Key achievements were, writing an in-store magazine article involving sustainability in temporary POS and organising the MJD exhibition stand at the in-store marketing show at Olympia, London.