



# ClaireHughes

graphic design / curriculum vitae

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**Career Objective** I am a middleweight graphic designer, looking for full-time work that will ultimately lead towards a senior position. My design generally focuses on print but recently I tend to be more and more involved in online and digital design.

I enjoy working as part of a team, brainstorming ideas and working collaboratively with like-minded people but equally see enjoyment in taking initiative and managing projects on my own.

**Career Summery** **Graphic designer at bubblegraphics**  
April 2005 - Present

I built up a core network of clients such as Carphone Warehouse, charities including Essential Drug and Alcohol Services (EDAS) and start-up businesses via the Prince's Trust in Bournemouth. My work focused on supplying corporate identities, stationery, promotional literature including brochures as well as point of sale. According to my clients, they were attracted by my vibrant and clean style, tight-tailored to their needs. They recommended my services to other businesses because of my ability to deliver effectively to their brief and on time, as well as having enjoyed working with me.

In order to enhance my skills and to make the transition into the next level of my career, I completed a degree in Visual Communication in 2011 while continuing to freelance.

**Software Skills** Adobe CS5 Creative Suite: Illustrator, InDesign, Photoshop and Fireworks, a growing knowledge of HTML and CSS. I have dabbled in After Effects and would love to learn more. I enjoy keeping up to date with new software and I am always keen to continue furthering my skills.

**Honours & Awards**

- A high 2.1 degree in Visual Communication
- Awarded in-book prize for D&AD Student Awards 2011

**Experience & Key Clients** **Beach And Body - Re-brand (2012)**  
Re-brand of an upscale, independent, female swimwear shop. For this project I conducted research into vintage graphic trends to fulfil the client's brief. Having won the pitch I produced a new identity, corporate stationery along with a selection of gift voucher books.

**Grizzly Grill Pub Co. Ltd. - Re-brand (2011)**  
After business mergers, the company hired me to re-design their identity to become the first of a chain of Grizzly Grill family pubs. I liaised with the interior decorator with regards to their colour palette to ensure that the newly designed materials would work well set against the re-decorated environment.

**EDAS charity Bournemouth - Re-brand (2010)**  
I presented my ideas for a new identity and won the pitch to re-brand EDAS a Bournemouth drug and alcohol treatment system. I was retained to re-design their logo and corporate communication package including, stationery, corporate folder, inserts and training leaflet templates, name badges and appointment cards. I worked with project coordinators to incorporate their future vision as a growing, personalised charity.

**Bristowe Retirement Apartments - Re-brand (2010)**  
The brief was to re-brand and re-establish the Bristowe Retirement Apartments, as a relaxing and friendly, comfortable home, for independent seniors. Taking inspiration from the calming seaside location and overall eclectic, art nouveau styling of the building, I designed a logo, corporate stationery, booklet and signage to reflect a sense of elegance and home comfort.



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## **Experience** **Graphic designer for Anson Robson Marketing** June 2008 - March 2009

I was the sole graphic designer working directly under the creative director and collaborated on many different projects, taking them from consultation through to print. Managing projects on my own required me to liaise directly with some of the clients, ensuring we met the brief and agreed project deadline. Typical examples of my work included corporate identity, stationery and literature, product brochures, adverts for publications and large-scale stand/event graphics.

## **Graphic designer for Carphone Warehouse** January 2007 – June 2008

I won a retainer contract to design point of sale that specifically targeted their Asian market including, international calling cards, promotional leaflets, simple flash animated website banners and till wobblers. I also worked on promotional material for the marketing department themselves, such as leaflets, event invitations and Christmas cards.

## **Graphic designer for Big Noise Creative** April 2005 – January 2007

I was a long-term in-house freelance graphic designer working on a range of printed promotional material. Their main client base were property developers, my work included the design of new property development brochures, such as Serenity, trade magazine and newspaper advertisements along with large format hoarding boards surrounding a new property development.

## **Graphic designer for 3T Creative**

March 2004 – April 2005

## **Graphic designer for Borough of Poole**

July 2003 – March 2004

## **Design executive for Printing.com**

September 2002 - July 2003

## **Graphic designer for Network Publishing Group Ltd**

July 2001 - September 2002

## **Education** **The Arts University College at Bournemouth**

BA (Hons), Visual Communication, 2009 – 2011

## **The Arts Institute at Bournemouth**

HND, 2D Drawn Animation, 1997 – 1999

## **Amersham & Wycombe College, Amersham**

Foundation, Graphic Design & Photography, 1996 – 1997

GNVQ Advanced, Graphic Design & Photography, 1994 – 1996

## **Additional Learning** **Pixelfish Ltd** October 2009 – May 2010

I spent one day per week during my full-time study, with Pixelfish as I was keen to learn the basics of HTML, CSS and designing for the web.

## **A Little Bit About Me** People who know me say that I smile a lot. I like to make spontaneous decisions, to experiment and learn through doing. I also like singing out loud sometimes (but not if anyone around me has a deadline approaching).

If I'm not working, I'm probably cycling somewhere in the forests around London, checking out colourful secondhand markets or having cream tea with my friends. Though my own acoustic guitar skills have got pretty rusty nowadays, I still enjoy checking out a good live gig. I constantly search for inspiration in things that surround me, faces, movements and again colours.