



Callum McFedries-Pitt
Graphic Designer

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Have a peek at my website:
callumpitt.com

Personal profile

What drives me is a true passion for design and at the heart of my passion is to be idea-driven. I believe the idea is the most key aspect of the design process and graduating from Falmouth has really taught me the importance of this. I always give my best. I get stuck into anything. I always ensure a high attention to detail. I am a strong believer in design for change and I always want to learn more.

Achievements

American Graphic Design Award 2017

Graphic Design USA magazine

For my project 'Many Hands', when freelancing at Rare Breed.

Education

Falmouth University (2012–2015)

BA (Hons) Graphic Design 2:1

- Learnt how ideas are the driving force of any project.
- Emphasis on typography and layout.
- Developed a questioning mind.
- Worked creatively across many different disciplines.
- Opportunities to engage with people from industry.

Erasmus Scheme

My 2nd year at university enabled me to study and learn about graphic design for 7 months at the Augsburg University in Germany. I gained invaluable experience and insight into cross-cultural approaches to design.

- Experience working day-to-day in another culture.
- Cross-cultural approaches to design.

The Plume School, Maldon, Essex (2005–2012)

- BTEC Certificate in Interactive Media (Distinction*)
- BTEC Single Award in Photography (Distinction*)
- A/S Graphic Design (A)
- 11 GCSEs (A–C)

Work experience

I currently work for Ocado the online supermarket's Branding team. I've worked on a wide array of projects. I've worked on digital, social and print based projects and a touch of packaging. I've lead large projects and I've been a part of many collaborations too. I've mentored junior staff to help settle them in which I really enjoyed.

Work history

Graphic Designer. Ocado,
Hatfield: 3+ years (Jun 2017–Now)

Freelance Junior Designer. Curious,
London: 8 weeks (Apr – May 2017)

Freelance Junior Designer. LICC,
London: 2 weeks (Mar 2017)

Freelance Junior Designer. Rare Breed,
London: 4 weeks (Feb – Mar 2017)

Intern. P&W, London: 3 weeks (Feb 2017)

Intern. Biles Hendry, London: 5 weeks (Sep – Oct 2016)

Intern. Embrace, London: 6 weeks (Jun – Jul 2016)

Intern. The Partners, London: 7 weeks (Oct – Nov 2015)

Intern. Bulletproof, London: 4 weeks (Sep 2015)

Intern. Carter Wong Design, London: 2 weeks (May 2014)

Software Skills

- InDesign
- Photoshop
- Illustrator
- XD
- Powerpoint
- Google Slides

Interests

- Cycling
- Dungeons & Dragons
- Jet skiing
- Photography