



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 2<sup>nd</sup> 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