

# ANDREA LOUISE PURDIE

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## PROFILE

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Date of birth 25 May 1961

Married with 3 children aged 14, 10 and 8

## WORK HISTORY

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### Freelance graphic designer

*Sep 1989 to Jan 2008*

Having decided to go freelance I continued to work for my previous employer, Chatto & Windus, supplying design and artwork for many of their major titles including the Booker Prize-winning *Possession* by A. S. Byatt. I also took on a number of other clients including Orion, 4th Estate, Virago, Conran Octopus and Kyle Cathie. Outside of publishing I had clients including the Prudential, Mind the mental health charity and the Central Office of Information. I continued working in a freelance capacity until January 2008. At this point I gave up design work to help my husband run his photographic gallery in Rye (the Purdie Gallery). I am responsible for overseeing the accounts for the gallery as well as the marketing and publicity. In addition to this I work in the gallery 1 day a week.

### Art Director

*Chatto & Windus Publishers*

*London*

*May 1988 to Sep 1989*

In this role I was responsible for overseeing the placing of freelance design work for the book jackets produced by the department. This included the commissioning of photography and illustration where necessary. I was also responsible for producing design and artwork for a number of titles myself. I was required to liaise with the production, editorial and publicity departments in order to produce the best solution to the brief from a marketing and printing point of view. I was required to attend weekly progress and finance meetings and give a report on the status of current titles. Chatto is a fairly high profile publisher of fiction and non-fiction books.

### Jacket Designer

*Routledge & Kegan Paul*

*London*

*Jul 1986 to Jul 1988*

As the only in-house jacket designer I was responsible for the design and supply of artwork for a large number of educational titles produced by the department. These were mainly for the university and further education market.

### Graphic Designer

*John Murray (Publishers) Ltd*

*London*

*Aug 1984 to Jul 1986*

This was my first job after graduating and, as the only designer in the education department, I was responsible for providing layouts, specifications and covers for the books produced by the department. These were all secondary school text books.

## EDUCATION

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### Reading University

*BA(Hons)*

*Reading*

*Sep 1980 to Jun 1984*

This was a 4 year course which examined, in detail, the history of print along with an in-depth study of the psychology and practice of communication through design. The study of letterforms and typography formed the largest part of the tuition which was in the form of completing design briefs. These were presented as 'real' jobs and in the final year students were expected to take on a number of actual jobs from real clients both in and out of the university. The final assessment was in the form of a 10,000 word dissertation and a display of work.

- Typography & Graphic Communication 2.2

### Runshaw 6th Form College

*A Level*

*Leyland, Lancs*

*Sep 1978 to Jul 1979*

- Art A
- English Literature A

**Castle Rushen High school**  
GCSE

*Castletown, Isle of Man*  
*Sep 1975 to Jul 1978*

- Art A
- English Literature B
- English Language B
- Maths B
- Physics C
- Geography B
- Biology B

**Notre Dame High School**

*Liverpool*  
*Sep 1972 to Jul 1975*

## **SOFTWARE/SYSTEM SKILLS**

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I am proficient in the use of Quark Xpress, Photoshop and some Illustrator. I am able to use Microsoft Word, Pages and Numbers.

## **ADDITIONAL INFORMATION**

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I have mainly worked as a freelance to fit in with bringing up my 3 children. Now that they are older and more independent I am looking for a return to employment. I am interested in finding this in the field I was in before, however, I would be happy to do something that was different if it was challenging and rewarding.