

overview

A highly talented and enthusiastic, action orientated designer with track record of exceptional results in balancing creative vision, with practical approaches to problem solving to achieve clients' objectives and develop added value to creative solutions.

These strengths, combined with a "common sense" perspective on projects, to balance customers ideas, needs assessment, timelines and solutions, which enhance opportunities to solve and deliver effective creative outcomes. Areas of expertise include:

- Graphic design
- Pre-press print design
- Branding and logo design
- Typographical layout
- Photo imaging and manipulation
- Merchandise design
- Web design
- Web development
- Web mastering
- Cross-browser optimization

experience

Web Designer : SNL Financial, Charlottesville, VA. [snl.com · snlcenter.com] Jan 2008 - Sept 2009

SNL Financial collects, standardizes & disseminates all relevant corporate, financial, market & M&A data—plus news & analysis for the banking, financial services, insurance, real estate, energy & media/communications industries.

- Maintained all online platforms which SNL supports including snl.com, snlcenter.com, IRVWebIn and SNLI. Liaised with Project Management, Marketing, Editorial and other departments within SNL on any design needs including but not limited to marketing promotions, trial/subscription forms, advertising and style guides; including development of styles for the SNL 2.0 product launch.

Advertising Designer : Portico Publications/C-Ville Weekly, Charlottesville, VA. [c-ville.com] Oct 2006 - Jan 2008

C-Ville Weekly is the premiere free weekly news & arts paper of Charlottesville, & is the largest locally-owned paper in the city. Every Tuesday, 24,000 copies are distributed at over 280 locations in & around Charlottesville & Albemarle County.

- Produced & maintained a high number of advertising campaigns; consulted direct with clients & printers, updated website.

Marketing Designer [post-graduate internship] : Shen Milsom & Wilke, New York, NY. [smwinc.com] May 2004 - Nov 2005

SM&W works with architectural practices to develop specific technological infrastructure: multimedia, data networks, communication software & others; interweaving these technologies to transform needs into comprehensive solutions.

- Produced & maintained advertising, presentations & direct client requests for proposals & qualifications. Collaborated in touch screen GUI design.

freelance

Redlight Management [UNKLE: unkle.com]

- Pre-press design for customized article used in URB Magazine. Webmastering for unkle.com, facebook, iLike, MySpace.

Redlight Management [DJ James Zabiela: jameszabiela.com]

- Pre-press design of full page DJ Mag advertisement for 2009 tour dates & promotion of 'Renaissance Masters Collection' album release.

Bluhammock Music [bluhammock.com]

- Pre-press design for 'South', album release & 'The Virginia Coalition', single release.

Optipop Graphic Design & Marketing [optipop.com]

- Pre-press design & illustration.

Young American Recordings [yamrecordings.com]

- Logo & pre-press design for 'South', album release, website design, marketing collateral design.

skills & competencies

Design & Presentation:

Substantial experience in digital media; leading & designing highly compelling & persuasive graphic communication solutions.

Marketing Vehicles:

Advertising strategies & media communication plans.

Systems & Support Capabilities:

Adobe: Creative Suite 4 [Inc. Dreamweaver, Illustrator, Photoshop Indesign, Fireworks/ImageReady, Acrobat Professional].

Code platforms: HTML, XHTML, CSS, ASP, ASP.NET, (basic working knowledge of:)MySQL, JavaScript & jQuery, Office Suite '08.

education

Cambridge University International Examinations 2004 - 2005

Certificate in International Business Practice.

LCC - London College of Communications, London, UK 1998 - 2001

BA (Hons) Graphic & Media Design.

Specialized in Information Design, Moving Image & Motion Graphics.

Camberwell College of Art & Design, London, UK 1997 - 1998

Foundation in Art & Design.

Specialized in Graphic Design.

references

Todd Davis, Director of Product Development, SNL Financial: tdavis@snl.com

Frank Dubec, Executive Publisher, Portico Publications: frank@c-ville.com

Adam Foley, Artist Manager, Red Light Management: adam@redlightmanagement.com



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