

## experience

### Hands-on design

- Concept & development from brief to final production.
- Art-direction, production & project management on photography, print & interactive projects.

### Account Management

- Production planning & keeping to project schedules.

### Human Resources

- Working & liaising with freelance designers, agencies & consultancies, photographers, illustrators & suppliers.

### Finance & accounts

- Experience with costing, budgeting, quoting & tendering.

## core design strengths

- I am at my best with the interpretation of a new & challenging brief & can respond efficiently with visual ideas that work.
- I enjoy the challenge of using new technology to explore exciting avenues for communication.
- I can recognise the value of strong branding & the need to maintain, manage & implement this through all available channels.
- I am able to work well on my own initiative & can demonstrate the high levels of motivation required to meet the tightest of deadlines. Even under significant pressure, I possess a strong ability to perform effectively.

## technology

### Core applications

- QuarkXpress
- InDesign
- Photoshop
- Illustrator
- Acrobat
- Premiere
- Dreamweaver
- Fireworks
- MySQL/PHP
- Agfa ApogeeX
- Fuji Rampage
- Mac or PC OS
- Wordpress
- Zencart
- Google Analytics
- Google Adwords
- Ebay Merchant
- Amazon SC
- Server Management
- FTP

## interests

DH Mountain biking, Art, design, photography, music, TV, film, reading, swimming, playing the drums.

## references

Details of referees can be made available upon request.

## portfolio

Available on request.

Alternatively access [www.woocreative.co.uk](http://www.woocreative.co.uk) to view past & present commissions.



nathanjameswoolls  
curriculum vitae

## personal details

### **Nathan James Woolls**

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[www.woocreative.co.uk](http://www.woocreative.co.uk)

Nationality: British

Full UK driving license

**I have a lot to offer a prospective employer.**

**I am highly motivated, committed and a creative individual who delivers results. I have excellent communication & social skills, combined with an enthusiastic & passionate view of design.**

## education

### **1995-1999**

**Coleg Gwent, Nash Campus, Nash Road, Newport.**

1997 - 1999 BTEC National Diploma - Merit

### **IDK (Interactive Design & Kinetics)**

1996 - 1997 SEWAC OCN

### **Multimedia & Animation**

1995 - 1996 City & Guilds

### **Computer Graphics & Animation**

### **1990-1995**

**Bettws High School, Bettws Lane, Newport.**

GCSE

- Art & Design
- Design Technology
- Business studies
- English
- History
- Information systems
- Science double award
- English literature
- Mathematics
- German

## employment history

### **October 2006 - November 2010**

#### **Marketing/E-commerce Manager**

**Pure Rugby, The Rugby Centre, Ty-Coch Way, South Wales.**

- Establishing the 'Pure-Rugby.com' brand at a national level & increasing brand awareness within Wales.
- Scheduling, compiling & designing marketing campaigns for press & lifestyle publications.
- Responsible for re-design, construction & implementation, of the existing company webstore & the support team. This process resulted in a marked increase in turnover over a 6 month period.
- Responsible for introducing customer focussed procedures & business systems for the Telephone Sales Department.
- Responsible for Press & PR campaign plans & exposure including SEO & online Adword marketing campaigns.
- Staff Management & training - Development & Implementation of Staff Personal Development Plans.

## employment history

### **June 2006 - October 2006**

#### **Graphic Designer**

**ProtectaGroup Ltd, Motaquote House, Dinas Isaf Industrial Estate, Williamstown, Rhondda Cynon Taff.**

My role as the 'in-house' Graphic Designer within the Marketing Department was quite diverse. Design briefs were varied, from Promotional & Corporate literature through to branch & vehicle livery design & application.

### **November 2005 - to date**

#### **Freelance Graphic Designer**

Marketing myself as a brand in order to gain a client base. Face to face consultations with clients. Visualising ideas with clients in order to create market specific design solutions based upon a brief given. Costing & working to budgets, obtaining quotes from printers & suppliers. Project management, client liaison & follow up.

### **March 2003 - November 2005**

#### **Graphic Designer/Mac Operator**

**NPC, Duckpool Rd, Maindee, Newport, South Wales.**

Visualising ideas with clients in order to provide an innovative 'in-house' design service. Communicating with & informing clients of progress. Organising & prioritising design briefs. Imposition artwork ready for lithographic output & film checking. Typesetting & bureau service outputting film & plates up to A2. File management & system backup.

### **April 2002 - February 2003**

#### **Freelance Graphic/Web Designer**

**BBC Wales, Ty Oldfield, Llandaff, Cardiff.**

Producing online design content to accompany various programme transmissions for BBC Wales Cymru including; Award winning 'The Bobinogs' & Cymru yr byd digital cyberstar 'Seren'.

### **October 1999 - April 2002**

#### **Graphic Designer**

**Basics Graphic Design Consultants,**

**PO Box 1833, Newport.**

My role covered a broad spectrum from design for print & display through to design for the web & CD-ROM for SME businesses based in SE Wales.

### **February 1997 - June 1998**

#### **Junior Designer**

**w@yout media [www.wayoutmedia.com](http://www.wayoutmedia.com)**

Producing and assisting in creating online design content to accompany community based projects within SE Wales.