

Hello,
I'm James...

Me, in a nutshell...

- Educated with a BA (Hons) and an MA in Graphic Communications.
- Fourteen years industry experience (mostly agency).
- Creative background covering brand, print, visual design, UX/UI design and illustration.
- Highly proficient with Adobe Creative Cloud and other relevant software.
- Excellent knowledge of digital with a focus on user centered design.
- Comfortable with end to end design for product and web based projects.
- Skilled in storyboarding, sketching, wireframing, prototyping and simplifying user journeys/flows.
- A sound knowledge of UX principles and practices.
- Excellent eye for layout and typography.
- Thorough knowledge of print processes, finishes and setting up faultless print ready artwork.
- Experience with art direction, client management and mentoring junior team members.
- Experience in creating proposal/process documentation and pitching/presenting.
- Precise and a proud perfectionist, It's all in the detail...
- Excellent organisation and time management skills.
- Technical, creative and thorough.
- Resourceful, personable and passionate.

Employment.

05/2020 — 11/2020

Amplifyfi

www.amplifyfi.com

Position — Senior Designer

06/2017 — 05/2020

Inspiretec (Sequence)

www.inspiretec.com

Position — Senior Graphic Designer

05/2016 — 06/2017

Stills

www.stills.co.uk

Position — Senior Graphic Designer

02/2015 — 05/2016

Precedent

Position — Senior Digital Designer

10/2014 — 02/2015

Limegreentangerine

www.limegreentangerine.co.uk

Position — Senior Digital Designer

09/2011 — 10/2014

Sequence

Position — Creative Designer

06/2009 — 08/2011

Peter Gill & Associates

Position — Graphic Designer

11/2007 — 05/2009

Spb Software (Chiang Mai, Thailand)

Position — Mobile UI Designer

11/2006 — 10/2007

C.O.S — Complete Office Solution

www.cosgroup.co.uk

Position — Typesetter/Graphic Designer

09/2006

Polar 10 (2 week internship)

www.polar10.com

Position — Graphic Design Intern

04/2006 — 09/2006

Sweet Creative (6 month internship)

Position — Graphic Design Intern

Education.

06/2019 — Ongoing

Interaction Design Foundation

(Online learning/development)

04/2013

Adobe After Effects Masterclass — 5 day

Certitec — Adobe Authorised Training Centre

07/2011 — 08/2011

ILM Level 3, Business Enterprise — Merit

University of Wales, Newport

01/2011 — 03/2011

Screenprinting — 10 week (PT)

Cardiff Open Art School

07/2010

Adobe Illustrator Advanced — 2 day

Adobe InDesign Advanced — 2 day

Adobe Photoshop Advanced — 2 day

Certitec — Adobe Authorised Training Centre

2005 — 2006

MA Graphic Communications — Distinction

University of South Wales

2002 — 2005

BA Graphic Communications — 2.1 (Hons)

University of South Wales

2000 — 2002

AVCE Art & Design — A/B

A/S Art & Design — A

OCN Ceramics — Merit

Cardiff & Vale College

1991 — 1996

**GCSE's including Maths, Science, English,
Geology, Art, Design Technology, Welsh and
Religious Studies.**

Barry Comprehensive School

Contact.

James Reid

7 Lionel Road, Canton,
Cardiff CF5 1HN

07772842368

hello@jamesreid.co.uk

Portfolio:

www.jamesreid.co.uk