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**Caroline Andrews** - **An imaginative, versatile, creative Graphic Designer**

**• 20+ years experience of working in busy, successful design environments.
• Uses initiative and enthusiasm to achieve positive results.**

**• Thorough understanding of print production and product development stages.**

**• Good communication and interaction with people at all levels.**

**• Excellent written and verbal English language skills and attention to detail.**

**• Well organised and adaptable, can manage several simultaneous projects.**

**• Has the ability to work well in a team environment and to motivate others with ideas.**

**• Optimistic, dedicated and ready for new challenges...**

**Date of birth:** 28.05.1975

**Address:** 75 Hill Park, Dudleston Heath, Ellesmere, Shropshire SY12 9LB, U.K.

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**Web:** www.kurvcreative.com

**Other:** Full clean driving licence

**Employment History:**

**Kurv Creative** 2018 – present

**Freelance Creative Senior Graphic Designer & Artworker**

**Responsibilities:**

• Working with small start-up businesses, multi-national companies and design agencies specializing in innovative FMCG product design, eye-catching packaging and in-store POS.

**Kokomo Studio** 2014 – 2018

An award winning market leader in licensed toiletries in both Health & Beauty and Seasonal Gift Sectors. Renowned for designing innovative products for children, teenagers and adults in some of the most exciting brands available.

**Senior Creative Graphic Designer & Artworker**

**Responsibilities:**

• To work within a small studio team, engaging with other designers, product development team and creative director.

• To be an imaginative, lateral thinker and demonstrate creativity.

• To design innovative products and stylish packaging within the constraints of licensor style guides, production time scales
 and development costings.

• To create concept visuals, mood boards and prototypes for sales presentations and licensor approval.

• To have an awareness of popular culture, style trends and think outside the box

• To understand the print process and to be aware of production manufacturing techniques and finishes, such as 3D plastic

 tooling, labelling techniques and QA product testing requirements.

• To create and distribute accurate print-ready artwork to Far East suppliers within tight deadlines for production schedules.

• To liaise with multi-national brand licensing companies such as EOne, Hasbro, Mattel and Nickleodeon and build long term
 successful working partnerships.

**Major Achievements:**

• Commended by Creative Director for innovative design concepts and project delivery turnaround.

• Becoming proficient in Word Press to develop and maintain the Kokomo Studio Website.

• Designing and maintaining all Kokomo Studio Sales Presenter Catalogues 2014-2018.

• Responsible for creating and managing content of the Kokomo Studio YouTube channel.

**Freelance Creative Graphic Designer & Artworker** 2009 – 2014

**Responsibilities:**

• Working with design agencies specialising in brand creation & development, creating innovative FMCG product,
 packaging design and marketing materials.

**Grosvenor (a division of Hasbro UK Ltd)** 1997 - 2008

A Health and Beauty company that specialised in licensed toiletries, cosmetics, gifting and accessories.

**Graphic Designer & Artworker**

**Responsibilities:**

• To work within a studio team of 8 creative people, engaging with other designers, studio manager and creative director.

• To be an imaginative, lateral thinker and demonstrate creativity.

• Have an awareness of popular culture and style trends.

• Create concept visuals, mood boards and prototypes for presentations and for licensor approval.

• To design innovative products and eye-catching packaging within the
 constraints of licensor style guides, production time scales and development costings.

• To design in-store POS/FSDU’s and to have a flair for visual merchandising display techniques.

• To understand the print process and to be aware of product manufacturing techniques and finishes.

• To create accurate artwork for all products and packaging.

• Distribute finished artwork to Far East suppliers within tight deadlines for production schedules.

**Major Achievements:**

• Commended by Creative Director for project delivery turnaround and general work efficiency.

• My design concepts personally chosen by Gok Wan and Channel 4 as the preferred style for the creation of

 the ‘How to Look Good Naked” 2009 Toiletry Range.

• Responsible for client liaison with Mattel Inc. during the design process of Barbie 2008-9 Toiletry Range.

• Appointed lead designer for the Playboy 2008 Toiletry Range - from concept through to finished artwork.

• Responsible for design and artwork of all brands of licensed character hair accessories from 1998 – 2005.

**Madge Networks Ltd** 1996 - 1997

An originator of network management software including ATM, Ethernet, ISDN and high-speed token ring technology.

**Position held: Graphic Designer**

**Responsibilities:**

• Successfully made the transition from University to working life in a busy professional design department,
 gained further knowledge of the print/production process and engaged with new colleagues.

• Worked alongside the senior designer and marketing manager to create internal and external corporate literature,

 packaging design, catalogue sheets, promotional material and sales incentive brochures.

**Education:**

• 1993 to 1996 - University of Portsmouth - BA (Hons) in Art, Design & Media - specialising in Typography

• 1991 to 1993 - The Royal School, Bath - 3 A-Levels in Art, French and German

**Software skills:**

• Adobe Photoshop CC

• Adobe Illustrator CC

• Adobe InDesign CC

• Microsoft Word

• Microsoft PowerPoint

• Microsoft Excel

• WordPress

• Wix

**Hobbies and Interests:**

I enjoy being inspired by all types of art, history and design. I love interior design, architecture, gardening and being in the great outdoors with my family. I have a great sense of humour and love to socialise, dance and listen to live music.

References available upon request