



Gail Lingard

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Date of Birth: 08.04.1983

Profile

I am a creative graphic designer looking to work on varied and challenging design briefs.

Professional Experience

Graphic Designer

M&Co May 2010 - April 2011

As the sole designer working within the marketing team at M&Co head office I designed and executed briefs for M&Co's 300 retail stores and online services. Key responsibilities included:

- Designing billboards, brochures, magazines, leaflets, flyers, direct mail, posters, occasional POS, in store signage, in-house marketing materials and various other media
- Operating In-design, Photoshop & Illustrator and occasionally Quark
- Creating print ready artwork
- Interpreting design briefs
- Managing the brand
- Adhering to brand guidelines

Graphic Designer / Proprietor

Strive Design October 2005 - May 2010

- Operating a purpose built job management system
- Designing and creating artwork for print
- Ordering litho and digital print
- Managing the aims and objectives of a creative brief
- Sourcing creative freelancers
- Ensuring designs adhere to brand guidelines
- Building relationships with printers and suppliers
- Arranging meetings with potential clients
- Sending targeted e-mails, marketing materials and letters to potential clients
- Understanding client's objectives and goals
- Presenting completed design work to clients at key stages
- Visiting clients to discuss and pitch for potential work opportunities
- Raising brand awareness in the local area through sponsorship, directories and papers
- Marketing through social media and the web

- Identifying target companies and key decision makers
- Maintaining a high quality of work and finished product to satisfy clients
- Researching competitor's products and pricing.
- Negotiating with suppliers requiring design in order to generate new business

Some of the clients I have produced work for include: Aquashield, Avril Mclean Dance School, Battlefield Primary, Bothwell Philharmonic Choir, Calderside Academy, Calums Barbers, Celtic Language School, Changing Rooms, Clyde 1, Cox McMillan, Daisy Chain Productions, David S Webb, Employme.com, Glasgow Chiropractic, GP Plantscape, Hamilton College, IBC Accountancy, Indigo, Industrial Flooring Ltd, Inspected Homes, Kidds Distribution, Lennox Hardy, Leonards Solicitors, Morna Laird Marketing, National Theatre of Scotland, Nicholas J Scullion & Co, North Glasgow College, North Lanarkshire Council, Par Fix, Routes to work, Slanj, Smilesce, The Small Business Association, South Lanarkshire Council, Straight Line Publishing, SuperUnknown, Upet, Taylored Media Ltd, The Par Fix Workshop, The Cappocci Man, The Regent Gate Shopping Centre, The Rotary Club of Bothwell and Uddingston, Univate and Wetrooms Distribution Ltd.

Empire Design 2005 Runner

London based company producing film posters and trailers for Hollywood movies for clients such as Disney and Pathe. My role in this company was to deliver the designs to these companies as well as general office duties. At the end of my three month contract I was working in the design studio assisting in the production of film posters. I produced a poster for Terry Gillinghams film Tideland as well as working on the artwork for the film 40 Year Old Virgin.

Philosophy Design Freelance 2005 Graphic Designer

London based design agency producing design work for a variety of clients such as Marie Stopes and Gerald Eve.

Design Bridge 2004 Junior Designer

London based Packaging Design company. I was offered this position after having attended D&AD in London in 2004 a week after graduating. My role in this company was to take instruction from the senior designer and produce designs for a variety of clients in the UK, Sweden and Dubai. I left this position to gain experience in other areas of design.

Saatchi & Saatchi 2003 Work Experience

Whilst attending the Glasgow school of art I worked in Saatchi and Saatchi over the summer on a work placement in London. I assisted the designers on projects for the 2004 Olympics, Visa and the Navy.

Qualifications

BA HONS Graphic Design and Visual Communication The Glasgow School of Art (2000-2004) 2.1

Highers: Art A, English Int 2A, French C Standard Grades: Art 1, History 1, English 2, Biology 2, French 2, Geography 2, Maths 3, Computing 3. Hamilton College School 1988-2000

Activities

I enjoy visiting new places and have just returned from Australia after a months holiday. I am the treasurer of the Bellshill Sub Aqua club and scuba dive all over Scotland with the occasional dive holiday abroad. I also love snow boarding, surfing, golf and tennis. I like to relax by socialising with friends, watching films and learning new crafts.

Full UK driving licence held

References on request