

Richard Davies

graphic design | photography | videography



info



Richard Davies



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social media



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skills

- ▲ Adobe -InDesign
- Photoshop
- Illustrator
- Premiere Pro
- After Effects
- ▲ Creative photography
- ▲ Typesetting
- ▲ Graphic Design
- ▲ Copywriting

about me

Currently living in Kendal with my family. I have two young boys with my partner Jane. Originally, I am from Oxford but have lived and worked all over the UK. Also, in my pursuit of adventure, I have lived and worked in Italy and Spain.

work experience

photographer_real estate - plum guide Prestigious holiday home rental company.
The 'Michelin Star' of property rentals - **CASE STUDY**

Part time position photographing high end properties in the Lake District and Yorkshire Dales. Shoots involve an intense level of detail meeting strict photography guidelines and detailed post production techniques showcasing the finest properties to a global audience. Professional and presentable interaction with hosts with an immaculate output everytime is demanded here.

distribution centre colleague - lakeland Creative kitchenware retailer -
CASE STUDY involving video production of training and customer service videos

Working within a busy shipping and receiving warehouse, mainly responsible for ecommerce order picking, using Low Level Order Picker vehicles and following on-board computer instructions to complete accurate and rapid customer/retail orders.

During this employ I was commissioned to produce a trilogy of short films. Working from a basic brief, I produced written **storyboards** outlining what and how was to be filmed. I also wrote the captions that explain the processes being actioned. All these captions were then illustrated, with graphics, throughout each film.

graphic designer - heightec Technical equipment, specialist training for height safety and rescue professionals - **CASE STUDY**

The production of high quality images that displayed the products and their technical features to illustrate the usability and quality through photography and graphic design. I managed a small photo studio and co ordinated video production, copywriting accurate storyboards, that best display product functionality.

Flawless publications were printed as a result of thorough proof reading, impeccable design and photo editing. Epson proofs were used for each publication for which I was responsible for picking up any errors with conformity (CE marking), typographical, image quality, product description and page link errors.

To keep one step ahead of competitors I implemented new photographic and videographic ideas into the website.

- High quality catalogues produced for each industry
- Web graphics, e-shots and social media campaigns
- Super-size PVC banners / posters
- User instruction illustrations
- Writing product reviews and careful wording to communicate clearly and concisely
- Producing videos for promotional and instructional purposes

Working closely with all departments within the company to ensure the artwork is correct according to design specifications and marketing requirements. This included careful archiving to maintain strict audit regulations that show the progression of product development.

The role also involved national and international trade shows, driving to events and setting up the company exhibition stands to an incredibly high standard generating new business and connections whilst maintaining a strong presence in a very competitive industry.

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sales and marketing graphic design/web design - dent brewery

Remote micro-brewery - **CASE STUDY**

I modernised Dent Brewery enabling the business to have an online presence. Directly generating more sales to outlets such as pubs and shops selling local produce and wholesale orders to chain supermarkets. Through photography and graphic design Dent Brewery attracted customers from all over the world and also gained attention from Channel 4's Lakes & Dales TV programme in which the brewery was featured.

I produced the website and printed literature from the ground up, enabling the business to be competitive and informative; producing a huge amount of copywriting in brochures and other promotional media including artwork and graphics.

- POS Pump clips
- Bar runners
- Beer mats
- T-Shirts
- Brochures
- Vinyl banners and roll up banners
- Vehicle livery

Day to day activity included producing eye-catching designs and catchy slogans and straplines for social media, generating ideas to keep the brewery ahead of the immediate competition through photography, design, copywriting and video. Contacting outlets after sending e-shots promoting upcoming seasonal products. This included processing Purchase Orders from larger chain outlets, including Booths, ASDA and Wetherspoons.

production manager/graphic designer/photographer/typesetter - the ultimate guide **CASE STUDY**

Glossy lifestyle magazine - **CASE STUDY**

I was commissioned to setup this series of publications from scratch.

A series of four different magazines, each focusing on a particular market. i.e. Bars & Restaurants, Property and Services, etc. All required to have the same style and design format.

Being a start-up publication, I produced all the adverts including taking photographs for the advertisers, producing features and creating attractive designs and page layouts. Maintaining a flow and creating a balance of editorial features with advertising space. Within just a few publications the magazines advertising space doubled due to demand from local business.

- Developing brand concept artwork for final design (mastheads, fonts, colours, etc)
- Copywriting, editing, proof reading supplied copy an essential part of each page layout.
- Brand Identity
- Page templates
- Advertising sizing
- Developed Character Styles, Paragraph Styles and colour profiles

Using Adobe InDesign, Illustrator and Photoshop 10,000 publications were produced monthly.

I negotiated printing methods and sizes for cost effective production using InDesign Pre-flight for final delivery via FTP for printing.

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graphic designer/artworker - the sol times *Lifestyle newspaper*

Once again, this was similar to my other roles in the news page business, however I worked in a bigger team of designers who each had their role to play. Mine was mainly creating adverts for clients from 1/8 page to full page adverts.

I also received a press pass for Formula 1's racing team, Force India, end of season party in Torrevieja, Spain. I covered the event and wrote a half page feature with interviews and photo's of Adrian Sutil the driver and his Formula 1 car.

production manager/graphic designer/artworker/typesetter - the reader.es *Newspaper - CASE STUDY*

I was commissioned to setup the publication from scratch. Starting at only 24 pages it very quickly grew to 60 pages and content was reader generated. I was responsible for producing high quality adverts to a brief communicated through sales reps. All page layouts and copy were set with balance and consideration for content. I also wrote a couple of articles and stories about the local area.

The whole publication was produced by myself working remotely with the owner using Google Docs to send and receive copy and to register at what stage of completion the publication was.

I used QuarkXPress initially but migrated to Adobe InDesign shortly afterwards to improve workflow between Illustrator & Photoshop.

This was a very popular publication with its readers and very nearly destroyed its closest competitor but I fear financially was not viable as the business owner pulled the plug after only 20 publications. However, it was a huge learning curve for me being able to develop an exciting, interesting and visually professional publication from scratch.

graphic designer/artworker/typesetter - the property post

Property listing and local newspaper

My role here was setting news pages for publication and creating adverts and setting news stories within these pages. Captioning images and headline writing was also a key part in this role.

All my work involved liaising with advertisers and sales reps to ensure all advert information was correct and looked professional. The role also required me to gather news articles and copy from freelance writers and contributors; proof read and edit to maintain relevance.

I gained an exclusive interview with Gabrielle Haile Selassie upon winning the Mediterranean Games 2005 Marathon in Almeria and wrote a number of restaurant reviews and short articles. Alongside creating dozens of property listings every week accurately and concisely.

My graphic design skills became very popular with local businesses using my adverts as their own design ideas, the paper expanded from 54 pages when I began to 90 pages when I left. This was a springboard for me to go onto creating publications The Reader.es and The Ultimate Guide magazine.

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web developer/photographer/writer - frontier tours

My unpaid labour of love for exploration and photography - **CASE STUDY**

Frontier Tours was a travelogue website that developed from exploring the Spanish countryside searching for classic movie filming locations, for example, The Good, The Bad and The Ugly, Indiana Jones and The Last Crusade. Over time I found so many locations and discovered so many amazing places I developed a large, interactive website allowing anyone to visit these classic locations and the beautiful places they reside.

I wrote a lot of the content, produced all the graphics, animations and photography. I also learned to use Adobe Flash to get around the problem of .mp3 files being disallowed on my server. By embedding .gif animations and .mp3 files into a Flash stage and synchronising the audio to fit the animations, then embed the 16x16px Flash stage into my Dreamweaver page the audio worked perfectly. Sneaky but effective.

I used Adobe Dreamweaver to develop this website and I was comfortable using and editing HTML and PHP coding.

FrontierTours.com is now part of my current portfolio as a hidden treat for anyone who stumbles across it.

qualifications

- Basic Business Studies - Kendal College
- Graphic Design HNC - Kingston College
- Photography A-Level - Oxpens College
- Mechanical Engineering City & Guilds & NVQ Level 1,2,3 - Abingdon College
- GCSE - Eight between A-C Grade - Pangbourne College

extra curricular

Kendal Photography Club

Meeting with other photographers, amateur and professional. Involved with competitions in house and with other clubs. Photography meets and events and locations.

I volunteered to redevelop the club website, which consisted of an attractive and informative landing page with links to club meetings, events and member photo galleries. I was also designated to be on the committee for the club.

additional information

I have been a keen photographer for 25+ years with a number of professional jobs in my portfolio, from heavy rock concerts to family portraits, pets and kids' portraits, weddings and commercial product photography.

I have also produced many videos including training videos, property virtual tours, home improvement outlets, bars, rock concerts, and even a short nature documentary. All including my own captions, subtitles and straplines. Utilising video graphics, colour grading and professional editing and audio editing throughout.

In my spare time I like to brew beer in my shed. My favourite style is IPA. I have also written a couple of short stories and entered competitions. I have yet to win a prize... I also play the guitar to a reasonable standard but I just play for me.

And just for fun, I have featured on Channel 4's Lakes & Dales and was one question away from winning £10,000 on ITV's Tenables. I can also solve a Rubiks Cube in under a minute.

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