



CV

Aaron Cartlidge

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Date of Birth: 23/04/75

Profile

I am a firm believer in the ability of precisely targeted, highly creative design to get results above and beyond the client's expectations, whatever the project.

I am a hard working, self motivated individual with strong time management and interpersonal skills. I can happily take a project from brief to delivery working alone or as part of a team overseeing junior and freelance designers.

I have vast experience of project management, from project costing to commissioning of photography, illustration, copywriting, video production, sound design and 3D animation to print procurement.

Employment History

09/2011–12/2011

Senior Designer, Huguenot, Cork/Dublin, Ireland

My appointment with Huguenot was to assist the Creative Director with concept and idea generation for new business while taking ownership and having creative lead on certain existing clients. In my time with the company I worked for clients across retail, technology, finance, and pharmaceutical sectors.

09/2010–09/2011

Senior Designer, Lick Creative, Welwyn Garden City, Hertfordshire

Working as senior designer as part of the Brands team at Lick my main responsibilities are the design and visualisation of POS elements for Reebok, Adidas and Red Bull, among others. I have worked on national launch campaigns for Reebok's Zigtech range of footwear, Easytone women's apparel range and Adidas women's apparel overseeing junior designers, freelance designers and artworkers in order to deliver many POS and promotional items to leading high-street retailers.

I also work across retail clients designing window displays and POS for Blacks/Milletts and in store graphics for Tesco and Tesco Bank.

Employment History

05/2006–12/2008

Senior Designer, Totem Visual Communications,
Dungarvan, Co. Waterford

In my role at Totem I was responsible for taking a wide range of projects from brief, through concept generation, to final artwork. This involved close contact with clients from briefing to initial presentations and development meetings. I was also involved in the commissioning, briefing and management of photographers, copywriters & illustrators etc. as required.

Many projects would be given directly to, or handed on to, our junior designers for completion. In such cases I was responsible for overseeing the development of this work and ensuring that it stayed on brief and was finished to a high professional standard.

In my time at Totem I created corporate ID, branding, advertising, direct mail, stationery, leaflets, brochures and websites for clients from the retail, leisure, catering, service, building, civil and tourism sectors.

Projects I have worked on at Totem have received critical acclaim and won gold, silver and bronze awards at the Irish Design Effectiveness Awards among others.

04/2001–12/2005

Senior Designer, Ad Agency, Stokesley, North Yorkshire

From initial employment as graphic designer I quickly took on more responsibility and with the expansion of the company progressed to the position of senior designer.

From client briefing, ideas and concept generation through costing, development and refinement to artworking, proofing and final delivery, as senior designer, my responsibility was to see that every project stayed on brief, on time and on budget.

At Ad Agency I created corporate ID, branding, advertising, direct mail, stationery, leaflets, brochures, websites, CD/DVD Rom and TV commercials for a wide range of clients.

04/1999–04/2001

Packaging Designer/Paper Engineer, Silverscreen Print Plc,
Aycliffe, County Durham

Starting in the pre-press studio I gained a sound knowledge of the print industry. Six months into my employment I was given charge of a newly installed packaging design and paper engineering department. My responsibilities included liaising with clients, designing and overseeing the production of working samples, predicting and eliminating production issues and the maintenance and improvement of my department. This hands-on role gave me an insight into the impact of design on budget and print production which has proved invaluable throughout my career.

Design Education

1995–1998

BA(hons) Design and Art Direction (2.1)
Manchester Metropolitan University

1993–1995

HND Design
Stockport College of Further and Higher Education

1991–1993

National Diploma Design(Graphic Design)
A level Art and Design(Graphic Design)
New College Durham

Additional Information

I have been using Apple Macintosh computers since 1991 and am fully conversant in Quark Xpress, Photoshop, Illustrator and InDesign. I have a basic working knowledge of Flash and Dreamweaver. I hold a full clean UK driving license.

Interests

I am a keen guitar and bass player and like nothing better than writing and recording my own strange blend of music. I enjoy cooking good food and can knock up some pretty decent fresh pasta. I try to keep in shape by walking, cycling, running, doing yoga and, whenever possible, snowboarding. Through travel my interest in photography has been reignited and I cannot wait until the day I am able to invest in a decent digital SLR. I am also a keen reader and fan of foreign cinema.

Please visit www.aaroncartlidge.co.uk for online portfolio