

Peter Hall

29.10.79

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Skills :

- Design: Photoshop, Illustrator.
- Artwork: Indesign
- Websites: Image Ready, GoLive

Education :

Stockport College - 1999 - 2001
National Diploma in Graphic Design
gaining a Merit in all aspects including

- Photography
- Computer Aided Design
- Illustration
- Typography

St James RC High School - 1991 - 1996

- 9 GCSE level grades in
Design (A)
Art (B)
Drama (B)
English Language (B)
English Literature (B)
Maths (B)
Geography (C)
Science (C)
Religion (D)

Employment :

Web Design Lecturer - Present (term time only)

- I was asked to do some web basics teaching at London College of Communication and used my skills to teach graduates how to create an online portfolio. On top of the teaching i also ran a project creating the stampcollective.co.uk web site offering the students a chance to access industry in a more direct and influential way.

Freelance Designer - Present

- Pattern designer. I have been designing fashion fabrics and selling world wide through an agent. I have been working together with Rachel Cave to establish a commercial design team with a good client base.

Freelance/Commissioned Web Designer - Present

- An online, portfolio showcasing the artists commercial work for sale. (rachelcave.co.uk)
- An online catalogue featuring the home wares and artworks of up-and-coming new british designer Nadia Sparham. (nadiasparham.co.uk)
- Commisioned to design and build a website for a leading company in the architectural modelling field. They needed an updated Logo as well as an online company profile. (www.amodels.co.uk)

Datum Press November 2003 - August 2005

Marks & Spencer instore décor designer.

- Designing and art working instore items such as point of sale, pricing and labels.
- Overseeing the production of SALE items for each quarter this included designing layouts and tpestyles
- I was also involved in revamping the M&S branding to YOUR M&S ensuring the new look adhered to corporate branding and that the look survived throughout.
- I also designed and artworked packaging and other branded items
- I have worked closely with the repro department in establishing an efficient design-to-repro system so that our turnaround time was greatly improved.

Dagwood Associates August 2001 - November 2003

British & American Tobacco / Mock-up packaging for photography

- Designing and artworking branded cigarettes for the UK, American, Middle East, Northern European and Russian markets.
- Created designs for new style cigarette packaging used primarily for concepts.
- Rebranding and redesigning packs for such brands as Dunhill, Lucky Strike, Peter Stuyvesant and Silk Cut.
- Involved in the incorporation of Government Health Warnings to see how branding would work on existing and new style packs.
- Creating work for the 'London Transport Has Variety' campaign for Satchi & Satchi.

Qualitech November 2000 - June 2001

Shell Oil, George Boyd, M&S, Timpson, Wickes and many other smaller clients.

- Designing brochures, advertisements, catalogues and point of sale.
- Designing and building websites.
- Designing and creating logos and corporate identities.
- Working closely with an Art director
- Project artworker - artworking large scale jobs such as Timpson 'mangers manual' and Jewsons, George Boyd, fixtures and fittings, binder catalogue