

# PAUL ZERAF A FREELANCE GRAPHIC DESIGNER/RETOUCHER SURREY, KT22 7PB



I am a Freelance Graphic Designer, highly proficient in all print/web based packages. Born and raised in Clapham, I now live in Leatherhead, Surrey. My passion for design, meticulous attention to detail - mixed with a personality that enables me to work both autonomously and as part of a team, will ensure I add value to any project, big or small.

## EMPLOYMENT HISTORY:

### Paul Designz, London

Freelance Graphic Designer/Retoucher

- June 2012 – Present – Freelanced for various design agencies and in-house studios working in both print and digital formats
- Design and code websites for local businesses

### M-Is Plc, London

Freelance Graphic Designer

- Feb 2014 – Ongoing – Lead Graphic Designer for the Commonwealth Heads of Government Meeting, London 2018
- Pitch concepts for various events such as NATO 2014
- Conceptual design for an interactive user manual built to be used on an iPad for British Airways' sale reps

### Just Retirement, Reigate

Freelance Graphic Designer

- Nov 2016 – Jun 2017 – Was brought in as part of a rebrand team to implement designs across a wide range of both print and digital comms, B2B and B2C. This included brochures, posters, adverts (print & online), online banners and merchandise
- Produced an in depth brand guideline document to ensure that future designs are kept consistent moving forward

### Cogora, London

Freelance Senior Graphic Designer/Retoucher

- May 2016 – Ongoing – Mentoring interns/junior team members. Overseeing and co-ordinating the designs of marketing materials
- Various work produced such as pitch presentations, photo retouching, designs for brochures, flyers and events including logos, backdrops and bag packaging

### Tag: Freshfields Bruckhaus Deringer, London

Contract Graphic Designer

- Oct 2013 – Jan 2014 – Design for print collateral such as brochures, annual reports and infographics, through to HTML emailers and online newsletters, adhering to brand guidelines.

### Bradley Dyer, Reigate

Freelance Graphic Designer/Retoucher

- Feb 2012 – Apr 2013 – Duties at Bradley Dyer can range from the design of brochures and concepts for newspaper adverts, to large format graphics such as hoardings and building wraps
- Visualization of graphics to pitch the exterior design for Marketing Suites as well as various photo retouching

### IMG Media, London

Contract Graphic Designer

- February – May 2012 – I was initially brought in to aid with the design of media handbooks for the Cricket IPL 20-20 finals in India. I then carried out work for the London 2012 Olympics

### George P Johnson, Kingston Upon-Thames

Contract Graphic Designer/Production Manager

- Oct 2011 – Feb 2012 – Working for a global marketing agency who specialise in live events and exhibitions. Responsibilities involved heading a team of freelancers and managing production during the lead up to the event Cisco Live at the London Excel exhibition.
- Designs were produced for exhibition panels, printed collateral, stand visuals and Keynote presentations

### Wildhorse, London

Contract Graphic Designer

- June – Oct 2011 – Worked on different print and online campaigns which includes adverts, pub menus, flyers, e-shots, catalogues and online vouchers used for promoting various high street brands for their main client, Mitchells & Butlers

### Combined Insurance, Kingston Upon-Thames

Middleweight Graphic Designer

- Oct 2008 – Jun 2011 – Working within a creative design team (liaising with stakeholders, agencies and suppliers) to deliver projects on time and within budgets
- Assist marketing team with direct mailers, brochures, incentive programmes and large format prints for events
- In-house photographer for all events, ad hoc functions and gala dinners, both domestically and abroad

### Front Magazine, London

Junior Graphic Designer/Retoucher

- Aug 2007 – Oct 2008 – Designer of sport and music sections within the magazine
- Assisted Creative Director on various other areas
- Sole responsibility for all photo retouching duties

### Tongue In Cheek Media, London

Junior Graphic Designer

- July 2005 – Aug 2007 – DVD print packaging and digital screen menu design
- Responsible for advertising, design for print and online
- Photo retouched all DVD sleeve covers

## PACKAGES:

After Effects	● ● ● ● ●
CSS	● ● ● ● ●
Dreamweaver	● ● ● ● ●
HTML	● ● ● ● ●
Illustrator	● ● ● ● ●
InDesign	● ● ● ● ●
Microsoft Office	● ● ● ● ●
Photoshop	● ● ● ● ●

## EDUCATION:

Surrey Institute of Art & Design, 2002
BA (Hons.) Degree in Graphic Design
Wimbledon School of Art, 1999
BTEC Diploma in Art and Design
Foundation Studies
St. Joseph's College, 1998
A level's in Art and Photography

## ATTRIBUTES:

- Communication
- Initiative
- Meticulous
- Organisation
- Passion
- Personable
- Team player
- Time management

