



**Adam Senior**  
Graphic Designer  
BA (Hons) Design & Art Direction

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## Profile

I graduated from Manchester Metropolitan University with a 2:1 degree in Design & Art Direction. My personal qualities are highly suited to the challenges of a graphic design post. Having a strong passion for graphic design, typography, layout and logo design drives me to follow numerous print and online resources, allowing me to keep on top of current design trends, technologies and techniques. I have a specific interest in extreme sport/skate/snow graphics, photography and associated branding. Combining my perfectionist nature with a great sense of time-management and organization, allows me to take on multiple projects without compromising work quality. The highlights of my career to date have been winning a global T-shirt design competition and designing promotional material for and co-organising an annual snowboarding event.

I have proved to be a fast and confident worker with a huge skill set and diverse experience in my current high pressure, demanding environment, where I deal with scenarios that go above and beyond my role as a graphic designer. In addition to my place of work, I have also been providing a freelance service for over five years.

I am now eager to take on a role in a graphic design studio where I can be offered a diverse range of work for multiple clients.

## Key Skills

- Adobe Illustrator • Adobe Photoshop • Adobe Lightroom
- Adobe InDesign • Adobe Dreamweaver • Adobe Flash
- Adobe Acrobat Pro • HTML, CSS • Quark • Microsoft Office
- Over five years commercial experience
- Extensive signage knowledge • Colour Management
- Brand Awareness • Design Consultancy • Photography

## Online work

<http://www.addsenior.co.uk> - Design & Build  
<http://freeze.sheffieldskivillage.co.uk> - Design  
<http://www.viv-id.co.uk> - Concept Design  
<http://www.englishcitiesfund.co.uk> - Design & Initial Build (maintained by viv-id.co.uk)  
<http://www.lomas.co.uk> - Design & Initial Build (maintained by gablelake.co.uk)

## Achievements & Interests

- BASI1 (British Association of Snowboard Instructors) Qualified Instructor
- Best team member & dept of the year award at Direct Golf UK (within first 10 months of employment)
- St John Ambulance Emergency First Aid at Work Valid until June 2013
- BASP Outdoor Emergency First Aid Valid January 2014
- Regional snowboarding competition winner – AIM Series & Sheffield Ski Vil
- Interests include photography, music, gaming, Japanese culture and extreme sports - snowboarding

## Career History

Direct Golf UK: Jan 10 – Present

- Design and photography for quarterly 150+ page brochure
- Flyers, Posters, Brochures, Guides, POS, Logo, Product & Event photography, Product design & development, Magazine Adverts, Exhibitions, Presentations, Short notice ad hoc design, Shop frontage & interior design,
- Signage production and liaison with printers for 19 nationwide stores
- Upkeep of computers and update for industry standard programs
- File management & distribution to foreign printers and retailers worldwide
- Coordinating deliveries to & from head office & distribution of purchase orders
- Brand and marketing campaigns for Direct Golf UK, John Letters Golf, Jaxx Golf & Golf Locker

Fastsigns: Oct 08 – Nov 09

- Design and production of all types of signage and vehicle graphics
- Use, maintenance and management of vinyl plotter, large format printer and related materials
- Upkeep of computers and update for industry standard programs

## Freelance Clients & Placements

Sheffield Ski Village: June 08 – Present

- Design of logos & printed material for Sheffield Ski Village & related recreational areas
- Full design and development of annual snowboard competition - The Sheffield Freeze

Merrie England Coffee Shops: Jan 08 – Present

- Product photography
- Signage, poster and POS design

Vivid: Sept 08 & Dec 09

- Website concepts, build and maintenance
- Logo design, design for print, packaging design

Code Blue Group: July 07 & Sept 08

- Creation, preparation and delivery of adverts for multiple magazines within the food and construction industry. FMCG, INCA.

## References

Previous employers contact details and written references are available upon request.

I am readily available for interviews but am required to give one month's notice to my current employer.

## Education

Degree BA(hons):  
Manchester Metropolitan University  
(2005-2008)  
2:1 - Design and Art Direction

Art Foundation:  
Huddersfield Technical College  
(2004-2005)  
Distinction - Art & Design