

JENNIFER



BOLAN

PERSONAL PROFILE

I have over 20 years commercial experience in design and creative positions – working both permanently and freelancing for agencies/in-house studios but for the last 10 years as a self-employed freelance graphic and website designer.

With a strong conceptual background and solid experience developing creative solutions for both digital and traditional printed material including; HTML5 websites, Wordpress CMS websites, logo and brand identity, catalogues, brochures, exhibition stands, direct mail, stationery, marketing material, advertising, promotional material and packaging design.

I cover all aspects of sales, client liaison, account management and management of production schedules to produce artwork in a precise and timely manner. I am able to interpret a brief and deliver effective solutions ensuring all work is delivered on time and adheres to set brief and guidelines.

When it comes to website design, first impressions really do count. I have been designing for the web for 15 years and I strive to achieve striking, memorable yet cost effective and user friendly websites.

I always have my finger on the pulse when it comes to the latest technology and trends, offering my clients bespoke designs that will work on all devices and that set them apart from the crowd.

I am a great communicator and I am at ease tutoring both students and adults, whether on a 1-2-1 level or in front of a classroom of students.

EDUCATION

MIRFIELD FREE GRAMMAR SCHOOL 1990 - 1993
10 G.C.S.E's (Grade A-C)

MIRFIELD FREE GRAMMAR 6TH FORM 1993 - 1995
A-Level in Art & Design (Grade D)

DEWSBURY COLLEGE 1995 - 1996
Foundation Course in Art & Design (Grade Merit)

ADDITIONAL TRAINING

ADOBE CERTIFIED EXPERT IN ILLUSTRATOR CC studying for exam
ADVANCED ILLUSTRATOR & PHOTOSHOP 2000
ADVANCED MICROSOFT OFFICE 2002
ADVANCED DREAMWEAVER 2002

VOLUNTARY WORK

SPECIAL POLICE CONSTABLE
MERSEYSIDE POLICE AUTHORITY (AUGUST 1998 - APRIL 2001)

My main role was to assist regular police officers in all aspects of police work, including the Air Support Unit. I also volunteered for major events including the Grand National and Creamfields.

HOBBIES



WORK EXPERIENCE

2008 - present **FREELANCE DESIGNER - JELLI'S DESIGN**

Involved in day-to-day running of the business including marketing, sales and administration but the main aspect is design and creative work for a variety of clients and agencies.

As well as helping a number of SMEs; I regularly work within the pharmaceutical sector; designing illustrations for use in Patient Information Leaflets as well as branding and packaging design for Teva, Novartis and Ferring. I also provide Adobe Creative Suite tutoring and I have given lessons in schools, offices at both 1-2-1 level and full classes for students and adults.

Clients include: Grey Bear Consultancy, Diabetes PC, Think DeWinter, Purple Fire, Algeos, Windmill Tapes Ltd, TEVA Pharmaceuticals, Creativo, Kumfi, Vision One and Monkey Tree Hosting, plus many more.

2003 - 2008 **SENIOR DESIGNER - HI-CRAFT**

Working in an in-house studio with a team of 4 designers, my role was to provide training and assistance as well as inspire, organise and brief the other members of the design team.

Liaising closely with the Creative Director, Product Development Team and CEO to produce innovative pet products from concept stage through to final design.

To also design and create all promotional material including brand identity, packaging, brochures, direct marketing, POS, large format graphics for exhibitions and all other corporate literature.

2002 - 2003 **FREELANCER - AD4 DESIGN AND PRINTFINE LTD**

Produced layouts from concept through to print including; newsletters, brochures, logos and promotional marketing material.

2000 - 2002 **GRAPHIC/WEB DESIGNER - GLAXOSMITHKLINE**

Managed visual factory department and reported directly to SLT.

Responsibilities included creating site visual displays and intranet website as well as a major project researching and designing the History of GSK Speke brochure and large format mounted wall display.

Other duties included the mediation and transfer of images and artwork for monthly newsletter.

1999 - 2000 **ARTWORK ORIGINATOR - MEDEVA PHARMA**

Originated artwork for a wide range of pharmaceutical products including cartons, labels and patient information leaflets.

1997 - 1999 **MAC OPERATOR - ROYAL LIVERPOOL UNIVERSITY HOSPITAL**

1996 - 1997 **MAC OPERATOR - WINDMILL TAPES LTD**

SKILLS

GRAPHIC DESIGN

WEB DESIGN

ADOBE CREATIVE SUITE

WORDPRESS

MS OFFICE

HTML/CSS



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