

JENNIFER BOLAN



PERSONAL PROFILE

I have over 25 years commercial experience in design and creative positions – working both permanently and freelancing for agencies/in-house studios with the last 14 years as a self-employed freelance creative 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, brand identity and guidelines, catalogues, brochures, exhibition stands, direct mail, stationery, marketing and promotional material as well as packaging design and visual concepts.

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 almost 20 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 which will 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 ADOBE ILLUSTRATOR (in progress)

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/ROOBARB & ROSE

Managing day-to-day running of the business including all aspects of marketing and admin but predominantly my work is graphic and web design for a variety of clients; both full service agencies and SMEs.

I regularly work within the pharmaceutical sector (Teva, Novartis and Ferring) designing illustrations for use in Patient Information Leaflets as well as branding and packaging design. 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: **Hilltop Finance, CJP Nails, Grey Bear Consultancy, Purple Fire, Windmill Tapes Ltd, TEVA Pharmaceuticals, Creativo, Vision One and Monkey Tree Hosting**, plus many more.

Roobarb & Rose is a new online venture that I have started, creating bespoke wall art and custom pet portraits as digital copies, canvas or framed prints.

2003 - 2008 SENIOR DESIGNER - HI-CRAFT

Working in an in-house studio for a family run business, I led a team of 4 designers, providing training and assisting junior designers as well as inspiring, organising and briefing 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.

As well as creating all marketing material including: branding, packaging, brochures, 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 site leadership team.

Responsibilities included: site newsletter, visual displays and intranet website as well as being part of the team working on a site wide project - History of GSK Speke producing a brochure and large format mounted wall display for the reception.

1999 - 2000 MAC OPERATOR/DESKTOP PUBLI - MEDEVA PHARMA

Created 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 (Adobe InDesign, Illustrator and Quark XPress)

WEB DESIGN (Wordpress, Dreamweaver, Shopify, EKM, HTML and CSS)

PHOTO MANIPULATION/RETOUCHING (Adobe Photoshop)

ILLUSTRATION (Adobe Illustrator for both desktop/ipad and Procreate)

ADOBE CREATIVE SUITE (Illustrator, Photoshop, InDesign, Acrobat Pro)

MS OFFICE (Word, Excel and Powerpoint)



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