

Roger Norris

designer // artworker // art director

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DOB: 10 March 1979

Place of Birth: Shoreham-by-Sea, West Sussex

Nationality: British

I am a Senior Designer, with over 15 years' experience, covering many areas in the industry, across print and digital media. I've worked in a wide range of sectors from large beauty companies like Bobbi Brown, Lancôme and Elemis, to international charities like Médecins Sans Frontières and International Aids Society. My experience also includes healthcare and pharmaceutical projects, with clients such as GSK, Allergan and the NHS, as well as in construction, education, and financial sectors.

I am a highly motivated worker with an upbeat, enthusiastic outlook on life and design. My passion for design keeps me continuously striving to improve my work and I'm always looking to learn new skills. I am used to working under pressure and to extremely tight deadlines. I always strive for perfection with my work and endeavour to instil this same belief and work ethic into all who work with me. I find it hugely satisfying passing on my knowledge and skills to fellow designers, and see them improve and flourish.

SKILLS

CLIENT / PROJECT MANAGEMENT. I have a vast amount of experience in client and project management as my current company, ACW Ltd, do not have any Account Handlers. I generally take on this role, working closely with clients to make sure that projects are delivered on time, on budget, and most importantly to the highest possible quality. Working directly with printers, web developers, I oversee projects from start to finish, and am used to dealing with all areas of the process.

PRINT DESIGN. I have a wide range of experience in corporate identity, reports, DM, press advertising, exhibitions and nearly all aspects of print design. With the capability to take a job from first concept through to delivery, I have that rare skill in a designer of being both highly creative and a highly skilled and attentive artworker. I have an extensive knowledge of the print process and finishing techniques, and have extensive experience in dealing with printers, specifying up print and arranging costs.

DIGITAL / WEB DESIGN AND HTML. Not many designers have the ability to build a website, but I've always seen this as an important skill, as it allows me to communicate with web developers in their own language and make the designers aware of the practicalities when designing a website. I look at a website design from the point of view of the user, how they navigate and use a site. I have a wealth of experience designing all manner of sites, from large corporate websites, E-commerce sites, interactive sites to small personal sites. The all-important social media platforms are now as important as a website and my experience in this area allows me to incorporate this into the online strategy for the client. I am experienced in flash animation and action scripting, working in online advertising, websites, cdroms, interactive presentations and even games.

PHOTOSHOP / RETOUCHING. With an advanced level of experience in Photoshop, I have been developing my skills continuously through my career. This including Photo-retouching work, creative illustration and compositing. I am able to cope with complex visual challenges, and create exceptionally high quality results in a short space of time.

CURRENT POSITION

Senior Designer at ACW, a small and extremely busy integrated design and marketing company based in west London. Working in both print and web media, my responsibilities include client management, project management, photography, artworking, as well as coming up with the all important creative ideas!

I am required to work to short deadlines and on multiple projects simultaneously. Hence I am able to turn around projects very quickly, under a considerable amount of pressure, and yet keep the quality of the work to the highest of standards. A large part of my role is to oversee the studio, manage all the other designers and most importantly make sure that projects are completed on time and to the highest level possible (I can be a little bit of a stickler for quality, consistency and doing a job right).

I am often the client's first point of contact in the studio and will organise a project from initial brief and scheduling through design and artwork, and then print to delivery. I like to think of myself as the go-to man if you have a problem or question, and I'm always available to help. This includes anyone in the studio, clients and printers.

// ACCOUNTS WORKED ON:

Bobbi Brown	Médecins Sans Frontières	GSK
Elizabeth Arden	International Aids Society	NHS
Elemis	World Health Organization	Berkley Homes/St James
Lancôme	Action Against Hunger	TRAD Scaffolding

// EMPLOYMENT HISTORY

July 1999 - Dec 2003	Print & Web Designer Creative Consortium Limited My responsibilities included; Web Division Team Leader, Artworker, Production of creative ideas and concepts, Project Management.
Jan 2004 - Present	Senior Designer/Client Manager ACW - My responsibilities include; Client Management, Print Management, Studio Manager, Design & Artwork.

// TECHNICAL KNOWLEDGE

Photoshop	Fireworks
Illustrator	Dreamweaver
InDesign	HTML/CSS/Fluid Layouts
QuarkXPress	Flash Animation
Acrobat Pro	Microsoft Office

// QUALIFICATIONS

1997 - 1999 BTEC HND Graphic Design
Kingston University

1995 - 1997 BTEC ND Graphic Design & Illustration
Northbrook College Worthing

10 GCSE's A - C including English and Maths

// PERSONAL INTERESTS

I'm a massive sports fan, including being a long punished, and forever hopeful Brighton & Hove Albion FC season ticket holder. I have a real passion for outdoor life, love nature and wildlife photography. I also enjoy reading - that's real books (no kindle or Ebooks!) including various subjects like history and science. My other passion is for old-school and dance music and very occasionally, even at my ripe old age, still manage to dust off my dancing shoes and hit the dance floor.

// REFERENCES

Michelle French Communications Officer Médecins Sans Frontières (MSF) michelle.french@newyork.msf.org +1.212.763.5735	Charlotte Garrett Sales Executive BCQ Group Ltd charlotte.garrett@bcqgroup.com 07917 194158
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