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PROFILE OVERVIEW

I am a creative conceptual graphic designer & art director with experience stretching across the fast moving sphere of luxury fashion, retail & more recently the property & health sectors. My scope of work has included developing campaign and identity concepts, the creation of global advertising layouts (print, outdoor and digital), point of sale for retail, seasonal branding campaigns, window designs & company website builds. With over 12 years experience in the industry I am an accomplished designer that has a keen hunger for development.

I am a dedicated and resourceful individual with plenty of new ideas and the ability to react quickly and efficiently to any challenge.

CAREER IN DETAIL

FREELANCE GRAPHIC DESIGN & ART DIRECTION OCT 2008 - PRESENT

STEPS NEUROLOGICAL PHYSIOTHERAPY
GRAPHIC DESIGN AND ART DIRECTION
MARCH 2010 - PRESENT
MELBOURNE, AUSTRALIA

Website design & build for Steps Neurological Physiotherapy, Melbourne. Clinic signage, window designs (environmental) & marketing collateral.

TIM HARRIES AND PARTNERS
GRAPHIC DESIGN AND ART DIRECTION
DEC 2010 - FEB 2011
NOTTINGHAM, UK

Branding project for Nottingham based investment property & asset management firm Tim Harries and Partners. Commissioned to build a brand identity & website for a new company.

PAUL SMITH LTD
GRAPHIC DESIGNER
DEC 2010
UK

Banner illustration/design for Paul Smith sunglasses range.
DVD cover design concepts for a short film about Paul Smith

COLES
SENIOR CONCEPTUAL GRAPHIC DESIGNER
AUG - DEC 2010
MELBOURNE, AUSTRALIA

Working on in-store marketing/POS campaign concepts that are applied to retail stores across Australia

RED BULL
GRAPHIC DESIGNER
JULY 2010
NOTTINGHAM/LIVERPOOL, UK

Commissioned to design customised full-wrap prints for Red Bull coolers/fridges (these were unique concepts that were specifically tailored to the bars they were situated in)



CAREER IN DETAIL CONTINUED...

FREELANCE GRAPHIC DESIGN & ART DIRECTION

SURE SHOT BAR/CAFE
GRAPHIC DESIGN, PHOTOGRAPHY & ART DIRECTION
MARCH - MAY 2010
MELBOURNE, AUSTRALIA

Brand identity project for Melbourne bar/cafe Sure Shot (identity, interior colour schemes, & a large 'wall feature' mural design/photograph).

BALL & SKITTLE
GRAPHIC DESIGN
FEB 2010
PERTH, AUSTRALIA

Interior design print ideas (wallpapers & lamp shades) and an achievements board for Perth based 'emporium for children' company Ball And Skittle.

DDB
ART DIRECTOR & GRAPHIC DESIGNER
MARCH - APRIL 2009
MELBOURNE, AUSTRALIA

Developing an advertising campaign pitch for the Mossimo fashion brand from scratch. This involved devising a style concept for all future shoots, developing mood boards & designing proposed POS, window display & interior retail store graphics that complimented the 'new look' campaign. The concept also showed potential for expansion in other areas including digital application. Work at DDB also included logo development for an advertising pitch for Melbourne City Council.

CORE IDEAS
GRAPHIC DESIGN & ILLUSTRATION
MARCH 2009
SYDNEY, AUSTRALIA

Marketing presentation illustrations for Core Ideas (Sydney) '10 Core Ideas for Marketing in Hard Times'- Pitched to Panasonic.

SONY DADC (MAIN CLIENT: 20TH CENTURY FOX)
GRAPHIC DESIGNER
OCT 2008 - MARCH 2009
SYDNEY, AUSTRALIA

Working on advertising campaigns for films such as Australia, Wolverine, The Day The Earth Stood Still, Marley & Me, Bride Wars, Notorious & Valkyrie in a fast paced media environment. Involved with aspects such as producing various formats of advertising hoarding, billboards, bus wraps, magazine & press adverts, online Press requirements, invites & other promotional materials. The position also included working on Playstation promotional & marketing materials.

PAUL SMITH LTD
GRAPHIC DESIGNER
AUG 2000 - NOV 2007
NOTTINGHAM, UK

Part of a small team of designers at head office who worked as a creative studio servicing the Paul Smith offices in Nottingham, London and all major offices globally including France, USA, Italy, Japan, Asia and Australia. Involved with print design, seasonal branding concepts, window display and POS, merchandising and all aspects of promotional marketing & advertising (including online digital Flash banners & skyscrapers). My role played an integral part towards consistency and maintenance of the Paul Smith brand.



CAREER IN DETAIL CONTINUED...

PAUL SMITH LTD

Key contributions and areas of responsibility:

- Responsible for all Paul Smith web creative including the creation of artwork for their ad campaigns using Adobe Flash, Photoshop & Image ready e.g. viral emails, banners and skyscrapers & also holding pages on the following sites:
 - Guardian.co.uk
 - Vogue.com
 - Style.com (USA)
 - Urbanjunkies.co.uk
 - Kultureflash.co.uk
 - Selfridges.co.uk
- Invite design: Seasonal selling from 2000 – 2008:
 - Paul Smith jeans
 - PS
 - Collections
 - Exhibitions and special events
- Promotional material for in-store worldwide artists exhibitions & various other global brand collaborations including Triumph, Reebok & work with Peter Saville on the films '24 Hour Party People' & 'CONTROL' – the story of Joy Division.
- Responsible for the creation and production of seasonal look books for the R. Newbold and Red Ear lines.
- Part of a team designing the seasonal 'R. Newbold Japan' t-shirt collections.

CITY LIGHTS MEDIA DESIGN STUDIO ART DIRECTOR 1998 - 2000 NOTTINGHAM, UK

Helped set up a graphic design agency as a sister company to City Lights Magazine (entertainments & 'what's on' guide for the East Midlands area of the UK). Duties include developing design solutions from concept to finish, supervising staff and production of all printed material, quoting, invoicing, putting jobs to print, banking, liaising and building relations with clients, both on a one to one basis as well as other forms of communication. Interviewing, writing articles and reviews, plus the use of photography were also integral parts of my involvement with City Lights magazine. Copy writing adverts & also editing (while completing the layout design & art direction of the magazine) were skills I developed during my time here.

EDUCATION & QUALIFICATIONS

2009 - 2010 Diploma in Business Marketing (Holmes Institute, Melbourne, Australia)
1995 - 1998 2.1 BA (Hons) Graphic Design (Wolverhampton University, UK)
1993 - 1995 BTec National Diploma in General Art & Design

SOFTWARE KNOWLEDGE

InDesign, QuarkXpress, Freehand, Illustrator, Photoshop, Imageready, Dreamweaver, Flash, basic HTML, Premier, Quickcut and Microsoft Office to name but a few, and always looking to expand my creative skills & software knowledge.

SKILLS

Full clean driving license, Fast fingers, X-ray vision



INTERESTS

Having travelled extensively for a year from the end of 2007, seeing the world has opened my eyes to different cultures and ways of life. Subsequently, food and drink is also a passion — particularly the cuisines of Thailand & Vietnam. At a very basic level, I enjoy the creative aspect of cooking & the concept of designing new dishes. Travel has also helped evolve my passion in photography (particularly portrait photography & people in general). This is helped by the fact I enjoy meeting new people & networking.

Music is also a long-time obsession of mine and I have DJ'd for many years (promoting a night in my home town of Nottingham) as well as writing & playing keyboards for a band back in UK. I regularly play five-a-side football and, for my sins, support Nottingham Forest. I'm a very keen snowboarder (traveling to USA, Canada, New Zealand & various resorts in Europe over the past 10 years), & also enjoy mountain biking & I playing racket sports, rock climbing & regularly going to the gym.

REFERENCES

On request

