

Hello.

I'm Julia Clare Hilbourne

and this is my
CV 2016



Contact

Julia Clare Hilbourne

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Career Objective

To contribute to the successful growth of a company through all aspects of graphic design, including print, email, web & social media, giving them a strong visual identity in today's multi-media world.

Overview

I am an experienced graphic designer with over 20 years experience within the design & print industry and busy corporate environments including the NHS Trust, office supplies, IT, warehousing and e-commerce fulfilment.

I design visually exciting printed literature, always keeping the corporate identity of the company involved at the forefront of the design. I run successful email campaigns, designing visually striking, web and email mailers.

I design and conceptualize engaging websites, online advertisements and social media content and immerse myself in multimedia design & marketing. I consistently work to a high standard and have an unwavering passion for design and composition, both digital and printed.

I am a creative thinker and also technically minded completing my projects through from conception to completion.

Skills and Experience

Graphic Design

I have excellent graphic design skills with over 20 years design experience.

I have knowledge and experience of both colour separation and spot colour work, and producing designs for lithographic, digital printing and interactive PDFs. I have a complete working knowledge of InDesign CC, Quark, Photoshop CC, Illustrator CC and Acrobat Pro and have a keen eye



for detailed composition, image manipulation, colours and fonts. With my present employer RockIT I have experience of being an in-house Graphic Designer and designing solely for the company I work for. I also have an unwavering love and enthusiasm for graphic design.

Web Design

I am fully knowledgeable in HTML and CSS and competent in Dreamweaver CC, Photoshop CC, Flash, some JQuery, lightbox effects and a small understanding of PHP. I have experience & knowledge of HTML5 & CSS3 and of rewriting responsive HTML5 templates. I also have experience of using website Content Management Systems and some Wordpress. I understand the differences of producing graphic design for web, and design accordingly, so that my digital work is not only eye-catching but loads quickly and sits well on the page.

Email Design & Marketing

I designed, implemented and managed a successful HTML email marketing system for my last employer SET Group Ltd. This proved a hit with both customers and staff, reaching far more customers and not only saving the group money but increasing profit. With my background in web design I am able to produce visually striking e-flyers which load quickly, have functionality and are web standard compliant. For Pack-IT Group, I started a successful email campaign for both them and their other company Charnwood Catalogue using MailChimp, these email campaigns proved popular with new Charnwood Catalogue customers signing up each week and increased sales and profit each month.

Social Media

I started social media pages for SET and Pack-IT Group which ensured they had a strong social media presence. I design eye catching advertisements and write engaging content to keep customers updated with news and offers. I am always thinking of new social media ideas to increase company interest.

I have experience of a number of social media sites including Twitter, Facebook, LinkedIn, Pinterest, Instagram, Google+, YouTube, Vine and more and always keep up to date with what's new in the online world.

Personal Attributes

Confident, creative and calm worker under pressure, able to make quick decisions and multi-task effectively. An excellent team player but I also work extremely well independently.

Education

Vocational Courses and Qualifications

- Dreamweaver Masterclass CS6 - Adobe Credited Associate awarded – Certitec
- Photoshop Advanced CS6 - Certitec
- InDesign Introduction - Certitec

- Social Media Marketing - Marketing Tom Media, Digital Marketing Training Company
- Advanced Web Publishing - Cardiff Centre of Lifelong Learning
- Web Publishing using HTML - Cardiff Centre of Lifelong Learning (A Grade Awarded)
- Creative Web Design using Dreamweaver, Photoshop, Flash - Cardiff Centre of Lifelong Learning (City & Guilds with A Grade in each module)

University and School

1990-1992

Higher National Diploma (Design) Specialising in Graphic Design (Merit awarded)

Howard Gardens, Cardiff Faculty of Art & Design.

1987-1989

National Diploma (Design) Specialising in Photography (Merit awarded)

Bourneville College of Art, Birmingham.

1981-1986

8 GCE 'O' Levels

Maths, English Literature, English Language, Art, Graphical Communications, Geography, Biology, Woodwork
Llanishen High School, Cardiff.

Employment History

Jan 2016-May 2016

t2 group - t2 group are a Cardiff based company providing apprenticeships to young learners around the country.

Position: Temporary Design & Marketing Co-ordinator

Duties include: Temporary position covering the Marketing Manager, and the design of graphic literature, social media advertisements & company websites.

Jan 2015-Oct 2015

RockIT Specialists Ltd - RockIT are an IT Support company based in Bridgend and London. They are currently ranked 4th in the UK by MSPmentor.

Position: Graphic / Web Designer

Duties include: In-house graphic designer. A complete redesign of all their company literature, both digital and printed. Upkeep, design and writing of their CMS website and iMails.

Oct 2013-Dec2014

Pack-IT Group - Pack-IT Group are an award winning e-commerce fulfilment, warehousing and direct mail company based in Cardiff.

Position: Marketing Executive

Duties include: Design & marketing for both Pack-IT Group and their other company Charnwood Catalogue, an online shop selling charity supplies.

Work achievements

- Designed and implemented new responsive HTML5 website for Pack-IT Group. It gave them more control over and saved them the money they had been paying for their outdated content management system.
- Implemented monthly email campaigns for Charnwood Catalogue which increased sales and profit each month.
- Created social media pages for both Pack-IT Group and Charnwood Catalogue which included Facebook, Twitter, Google Plus and Pinterest.
- Brought the design and print of label stickers and suggestion box labels in-house for Charnwood Catalogue which saved the company money and increased interest and sales in both products.
- Designed & printed corporate brochures and catalogues for both companies.

Dec 2002-May 2013

SET Office Supplies Limited

SET Office Supplies is part of SET Group Ltd which consists of Ross Office Supplies in Bristol, MLG in Plymouth and Brewers in Cornwall. They are the UK's largest independent office supplies company and have an annual turnover of around £25 million. I was based at their head offices in Cardiff.

2005-May 2013

Position: Web Designer / Email Design & Marketing and Social Media / IT Technical Support

Duties include: Management of the email marketing system, conceptualizing and designing of all the e-shots and e-flyers for the SET Group. Design and management of all the company's websites. Managing the company's social media presence which included designing visually striking advertisements and writing engaging content.

Technical Support Engineer providing IT support, building and repairing computers, setting up new users and daily fault finding and problem solving.

Liaising with Suppliers, working closely with the Marketing Manager and monitoring our competitors marketing strategies.

2002-2005

Position: Graphic Designer

Duties included: Designing all printed literature in SET's Print Department. Producing print ready artwork and colour separation work. Liaising with customers, listening and interpreting their ideas and producing work which was eye-catching as well as fitting in with their company practices.



Work Experience cont.

Work achievements

- Designed, implemented and managed a successful email marketing system which replaced their outdated fax flyer system. The e-flyers reached thousands more customers and increased customer loyalty and profit.
- Ensured SET had a strong social media presence with weekly updating, designing and managing of all social media web pages.
- Bringing SET up to date with new online marketing strategies.
- With my time as Graphic Designer I helped to increase design and print work in the Print Department by over 50%.

2009-2012

Gadzoox Web Design

My own part-time (evenings and weekends) freelance web and e-flyer design company

Work achievements

- Building up a loyal customer base around Britain including The Brockley Jack theatre and Language Laid Bare Production Company in London.

2000-2002

Opportunity arose to get involved with the marketing of a local artist. This included exhibition organisation, promotional work, marketing, and liaising with art societies and gallery owners.

1999-2000

Sergeant Brothers Printers, Pontypool

Position: Graphic Designer

1998-1999

Corinthian Press, Cardiff

Position: Graphic Designer

1993-1997

Llandough Hospital and Community NHS Trust, Vale of Glamorgan

Position: Graphic Designer, Medical Illustration Department

Duties included: Designing printed literature for the hospital. Producing print ready artwork & colour separation work. Designing & producing displays for the different wards and departments. Producing drawings for medical journals.

Work achievements

- One of my drawings was printed in the British Journal of Surgery.
- I designed two picture books that were used by Cardiff & the Vale NHS trust to help non English speaking women communicate with their midwives and care workers during their pregnancies.

From College to 1993

Fashion retail work including two years at Next Retail Ltd where I trained new and existing staff. Also work placements at two photographic studios in Cardiff and Birmingham.

Hobbies

Music and live gigs; Northern Soul nights; the Theatre and Opera; Art and Design; Exhibitions; Finding new apps, exploring new social media and keeping up to date with what's new in the online world.

Referees

Mr Eliot Davey

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Please take a look at my website www.juliahilbourne.co.uk for recent examples of my work, both printed and digital and to download a printer-friendly 'quick look' CV. Please email me for a full printer-friendly version of this CV at julia@gadzoox.plus.com

