

CV – Anna Barraclough

Contact information

Address: Leeds, West Yorkshire
(Relocating to London)

Email address: anna@curvedspaces.co.uk
Website: www.curvedspaces.co.uk

Key skills

Award winning midweight/senior graphic designer and illustrator, 8 years industry experience.

Graphics: 2D: Adobe Photoshop, Illustrator, Freehand, Paintshop Pro **3D:** Lightwave, Blender
Layout design: Adobe InDesign, Quark **Print/ePub preparation:** Adobe Acrobat & Distiller
Interactive: Flash, Dreamweaver, Adobe Image Ready, GoLive, Fireworks
Original illustration: As well as drawing directly using software such as Photoshop or Illustrator, I can work across all traditional drawing and painting media: Pen and ink, charcoal, graphite, acrylics, oils, watercolour, inks, conté pencils, pastels, gouache, mixed media
Photography: Digital and traditional film photography (including darkroom work)
English language skills: Excellent oral and written English: Fiction, non-fiction, plain English, writing for children, poetry, advertising and sales copy, presentations and rationales
Additional languages: Good French plus basic Welsh and Spanish
Web development: HTML, CSS, Javascript, basic PHP, basic Actionscript

Current and recent roles

Graphic Designer – CDS (Corporate Document Services Ltd) (March 2008–present)

I am the main illustrator and acting senior graphic designer at this end-to-end communications company. I am happy taking a job through from conception to publication (including providing quotes, taking a brief, and liaising with printers) and am equally confident carrying a project alone, or leading collaborative projects.

I have developed excellent working relationships with our key clients, and prepare and attend major bids and client presentations. I have helped secure significant new contracts, won an Award of Excellence at the 2010 IoC (formerly CiB) Awards, and consistently receive extremely positive feedback from clients and colleagues alike. I have developed commercial intellectual property for the company, including creating a proprietary illustration system aimed at a low literacy audience, and a training programme in its use. I work closely with writers and internet services to develop cross-channel design solutions, with the sales team to develop new marketing strategies, and with other seniors and the Creative Director to improve studio working practices and techniques.

Originally designing primarily for print (including specialist finishes and effects), I am now more frequently finding ways to offer electronic and interactive solutions, providing both economic and ecological benefits. I specialise in:

- creating bespoke illustrated characters, 'Easy Read' illustrations, technical illustrations, maps and infographics;
- designing corporate literature (such as high-concept annual reports), print and web campaigns, exhibition materials and innovative internal communications (working to existing brands, and creating one-off campaigns);
- developing new visual identities, with full supporting brand guidelines and templates.

This work demands both creativity and an extremely high level of functionality, clarity and consistency.

Clients include London 2012 Olympics, MOD, NHS/ProCure21, Environment Agency, ODI, DWP, JNCC, UKCES.

Curved Spaces Design (June 2002–May 2008)

Freelance trading name, working both from home studio and in house. Commissions include: Corporate identity (company logos, concept visualisation); Promotional materials (corporate literature, exhibition stands, flyers, posters, animation); illustrations (character, conceptual and scientific) for press, web and large scale print; image manipulation and photo retouching; website themes, icons, imagery and banners; music CD artwork; Book covers. Clients include: Live and Breathe, West Yorkshire Playhouse, Farfield Scientific Ltd, Farfield Group Ltd, KM Ventures PLC, Tecmentor, Deadtech, Gog Promotions.

Sports Publications Ltd (July 2005–December 2008) Part time, alongside freelance work

Graphic designer covering two magazines and associated websites. Headed the redesign of Lady Golfer magazine, including development of new overall branding, page layouts and templates. Included drawing original humorous illustrations, creating concepts and graphics for special features, laying out articles, image search and selection, photo retouching and editing, designing press adverts, prepping and proofing for print.

Prior employment history

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| Freelancing (trading as Curved Spaces Design) | Jun 02 | May 08 |
| Monitoring Officer, Leeds City Council (part time, alongside freelance work) | Aug 03 | Aug 04 |
| O2 (Logistics Customer Services Team), Leeds (temp contract) | Oct 01 | Jun 02 |
| Miscellaneous freelance artwork projects & temp contracts | Jun 01 | Sep 01 |
| PA/researcher, Incubation Partnership @ Campus Ventures, Manchester | Jan 01 | May 01 |
| Self initiated photography studies travelling around UK & Ireland | Nov 00 | Dec 00 |
| Graduate trainee position, Campus Ventures Ltd, Manchester | Aug 00 | Oct 00 |

Education

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| BA (Hons) Fine Art | Leeds Metropolitan University | Sep 96 | Jun 00 |
| BTEC Foundation Studies in Art and Design | Yale College, Wrexham | Sep 95 | Jun 96 |
| S Level English Literature Distinction | Eirias High School, Colwyn Bay | Sep 88 | Jun 95 |
| A Levels: Art B, English Literature A, French A | | | |
| AS Level: Mathematics B GCSEs: 10 A's | | | |

Post-graduate development & training

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| How the Universe works (particle physics) | Open University | 2009 |
| Start writing poetry | Open University | 2009 |
| Start writing fiction | Open University | 2008 |
| Business and Management short courses: Kaizen, Standard Operations, 5S & Skill Control | Learn Direct/Q Group (Leeds Metropolitan University) | 2005 |
| OCN Photography Level 1 | Leeds College of Art & Design | 2004 |

Personal profile

I come from a fine art background, which gives me a wider skillset and outlook to add to the professional skills I have developed as a designer and illustrator. To gain necessary design experience, I started my own freelance company, building my own client base, as well as working in-house for bigger agencies. During this time I was always fully client facing, travelling across the country to pitch to marketing managers and MDs. I also learned to be highly adaptable, to think creatively and develop practical solutions with whatever was available, and to pick up new skills extremely quickly. Right from the start I have been accustomed to seeing a job through from initial concepts to final artwork. Working at CDS in particular has been an extremely thorough grounding in traditional design and typesetting disciplines, as the company operates to very high quality and accessibility standards. During recent restructuring I have been covering for the senior designer in his absence from the main studio, and have relished the opportunity to take on more of a managerial role. I am now looking to expand my horizons and take on a more challenging and creative role at the heart of the London design industry. In my own time, I write short stories, with some longer works in progress, including a collaborative graphic novel. I was script-writer and director for an online theatre troupe. I teach painting and sketching. I am fascinated by mathematics and quantum physics and follow the latest developments. Above all right now, I enjoy exploring London – the city inspires me.

References

Professional and personal references available upon request