

# alastair platt

Curriculum Vitae



F.A.O.

## At a Glance

### Technical Proficiency

- Adobe Illustrator.
- Adobe Indesign.
- Adobe Photoshop.
- HTML.
- CSS.
- MS Word.
- MS Excel.

### Creative Proficiency

- Page Layout (print and web).
- Illustration (digital and hand).
- Typography.
- Various forms of analogue printing.
- Setting for offset and digital print.

### Previous Responsibilities

- Graphic & Web Design
- Information Architecture
- Project Management
- Event Management
- HR Management
- People Management
- Office Management
- PR & Advertising
- External Liaison
- Management Accounting

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## Personal Statement

I am a motivated, analytical and ingenuitive individual. Equally at home working solo or within a group structure, having many years of people and project management experience behind me.

With the ability to learn and adapt quickly I am ideally suited for any project or roll within the arena of design. My ability to take an objective position sets me aside as an ideal mediator, an invaluable trait in any situation, both in my business and personal lives and when added to my problem solving abilities this makes me a potent and valued asset.

I also have the ability to communicate with character, authority and charisma being able to interact with everybody from the Managing Director of a group company, to sub-contractors and suppliers. This helps to create lasting and respectful professional, working relationships; always ready to help or, if I can't, willing to find out who can; the smooth flow from concept to delivery, of any project, is guaranteed and to deadline.



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## Employment History

### 2004 to Present - Freelance (Übel) - Graphic and Web Designer

**Übel** is the name I work under as a freelancer. Since Friction Media Ltd. was disbanded in 2004 this has been how I've been keeping in touch with the design industry, whilst studying.

For the most part I've kept things simple so as not to sacrifice study time and still have time to offer a high standard of work

to clients. Recently this has been winding down further, as I'm looking for full time employment. The evidence of this work can be found on my website.

The work I've been involved with most recently has been has been designing adverts for a local culture magazine, How Do?. This role included client consultations with both the magazine and their advertisers, usually with extremely tight deadlines.

### 2009 to 2012 - Ginger Fringe - Project and PR Manager

**Ginger** Fringe is an annual event that aims to raise money for charity, Yorkshire Cancer Research.

For 15 years The Ginger Fringe mini festival has been a key event in Bradford's local music calendar. The aim of the fringe has always been to highlight the local music and the artists that make it one of the most vibrant in the north of England.

In hand with this the contributions to local charities has always been a major part of what we do. A total of £16000 has been raised since 1997.

Although this event only lasts three days, the preparation lasts

about three months, running in line with whatever other work I have on at the time.

As project manager it's my role to bring the whole thing together from booking bands to organizing equipment and staff, occasionally acting as compare.

My other role is that of PR manager, this is where my design and marketing skills come into play. Over the past four years I've developed an instantly recognizable brand, this is something that was missing and has helped massively with attracting bigger acts and larger contributions.

### 2001 to 2004 - Friction Media Ltd. - Managing/Art Director

**Friction** Media was a small design and media agency based in Bradford, consisting of a three-person management team, two fulltime employees and a variety of specialists that were brought in as needed. As managing and creative lead within this structure, it was my responsibility to overlook every element of running the business.

Graphic & Web Design – Wherever possible.

Project Management – Whether taking the lead on a project or delegating responsibility, I had a hand in all the projects that came through the agency. From inception to delivery, making sure deadlines were met and quality was assured.

HR Management – Hiring and firing, the assignment of jobs internally and the coordination of external specialists, this was one of the most important roles within the company.

People Management – From leading teams on projects to, as mentioned above, delegation and sourcing expertise.

Office Management – Making sure the things that are easily overlooked aren't, everything from health and safety to consumables stock levels.

Management Accounting – Working out and working to budgets. Controlling monies in, payments out and, with our accountants, the annual accounts, VAT etc.

### 1999 to 2001 - Section E Media Ltd. - Office Manager/Graphic and Web Designer

**My** role at Section E Media involved many of the same responsibilities as those from Friction. In the case though I was an employee and so was answerable to the two company

directors, working closely with them in the roles described above.

### 1996 to 1999 - SME Zone Ltd. - Web Designer/Information Architect

**Graphic** design, both company brand and learning 'Experience'.

The information architecture; this was one of the most important responsibilities within this role. Taking learning materials from various sources and consolidating them into an easy to navigate, online, learning experience.

Then the implementation and creation of the learning experience began. Over seeing a team of data entry clerks and teaching them and then checking document markup, ready for me to insert into structured lessons. Working with a programmer to integrate database functionality.

Throughout which there was also ongoing Graphic design of printer media and brand management.

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## Education

### 2009 to 2012 - Graphic Design, Illustration & Digital Media BA (Hons.) - Bradford College (Incomplete)

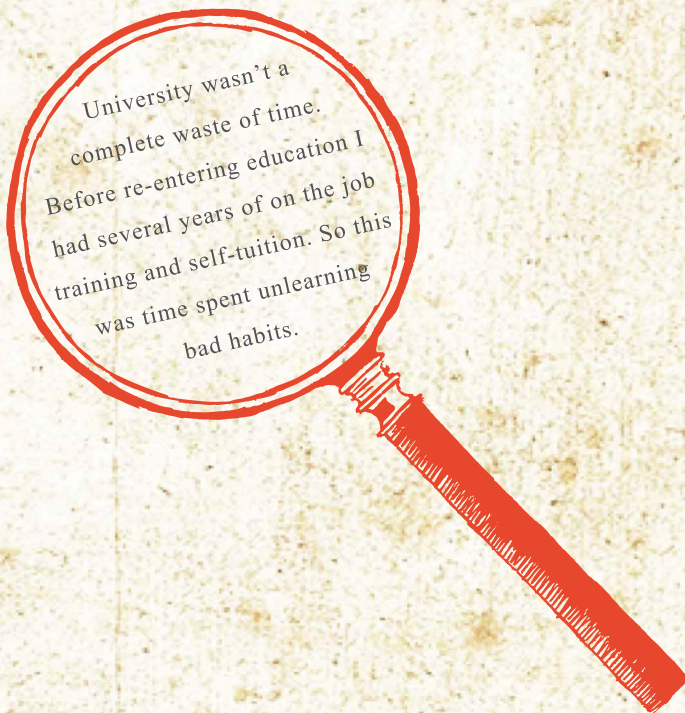
**University** was stifling to say the least, creativity was to be sacrificed for explanation and having worked in the industry for several years previously, this culture (which I understand is necessary to show tutors/examiners that you're

learning) seemed counter productive. Having two months to complete a brief that in the 'real world' would probably require resolution in a couple of days bothered me. So I left to get back to work.

### 2007 to 2009 - Internet Product Design BSc. (Hons.) - Bradford University (Incomplete)

**There** were modules that formed part of this course that had little or nothing to do with the Internet. This was an assumption made after working in the industry for several years, but I could have been wrong. So I asked the module

tutors what they had to do with my course and the answer I received was "I don't know"... granted this was only a couple of modules, but out of four that's 50% of the course... So I left to explore a more creative qualification.



Thank you for reading,

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