

# Gavin Cameron

Senior Creative Artworker

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## Professional Profile

A skilled Senior Creative Artworker, able to manage all artworking tasks, with a creative influence. Instrumental in the production of engaging packaging, illustrations to complexed retouching, adhering to designated design briefs. Overseeing the entire production lifecycle of a project. Liaising with manufacturers, approving final artwork prior to production. Operating within competent teams, enabling them to meet deadlines and budget requirements and enhancing their skills sets.

## Key Skills and Competencies

- Traffic Management.
- Design engaging packaging concepts.
- Deliver product illustrations.
- Produce technical drawings.
- Produce high-quality artwork.
- Devise actionable solutions.
- Expert in Adobe Creative Suite.
- Client centred approach.
- Gather and analyse information.
- Proactive problem solving.
- Exemplary communication skills.
- Key team player.
- Can work independently or as a team.
- Plan and organise tasks.
- Prioritise workload efficiently.

## Key Achievements

- Traffic Managing a studio of up to four artworkers.
- Developed a comprehensive understanding of packaging design and production, conceptualising and producing innovative packaging ideas and artwork (Freelance Creative Artworker).
- Produced artwork for an entire rebrand of all current packaging (Creative Artworker).
- Enhanced large format print concepts, understanding diverse substrates (Senior Creative Artworker).
- Produced and implemented innovative window display concepts (Senior Creative Artworker).

## Career Summary

### APS Group

July 2022 - April 2024

#### Senior Creative Artworker/Traffic Manager (Remote)

- Producing a range of print-ready artwork for a specific blue-chip account.
- Re-branding layouts within corporate guidelines.
- Traffic managing workflow within a studio team.
- Assign and monitor tasks to completion.
- Creating new layouts within brand guidelines.

### Boots UK

June 2022 (1 month)

#### Freelance Retoucher (Remote)

- Clipping and Retouching a range of product images, with pack images included for Web.

### TCC global

November 2021 - February 2022 (4 months)

#### Freelance Senior Artworker (Hybrid)

- TCC is the world's leading provider of retail loyalty.
- Produced print-ready artwork for use in various packaging projects including, use and Care labels and swing tags.

### APS Group

August 2021 - November 2021 (4 months)

#### Freelance Senior Creative Artworker (Remote)

- Produced artwork for a re-branded range of forms and literature for a financial company merger.
  - Devised new layouts within a templated structure.
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## **Freelance**

*July 2020 - June 2022*

### **Freelance Senior Creative Artworker (Remote)**

- Producing artwork for a number of clients.
- Building strong client relationships, maintaining trust and delivering advice on all aspects of artwork.

## **Go Travel**

*August 2012 - July 2020 (8 years)*

### **Full-time Creative Artworker**

- Progressed from a freelance position to permanent employment, following diligent execution of tasks.
- Re-branded packaging, providing all artwork, producing engaging concepts and technical specification sheets.
- Created and delivered technical drawings and packaging mock-ups, interpreting concepts on paper.
- Produced a technical specification drawing from final idea, sending to the factory to make plain samples, assessing and approving final factory testers prior to mass production.
- Created web banners, utilising library imagery and company fonts, producing engaging and innovative headers to the correct pixel dimensions to promote key products.
- Oversaw the production of lifestyle and product images, directing the retouching, colour matching, pathing and archiving of new images annually for new products.
- Produced illustrations for leaflets and labels, creating product line drawings from inception, using product photos or observing the actual item.
- Provided the artwork for annual exhibitions.

## **Freelance**

*August 2011 - August 2012 (1 year)*

### **Creative Artworker**

- Provided press and underground advertising for EasyJet, working for VCCP adhering to strict timeframes.
- Instrumental in producing corporate literature and brochure, retouching and amending as needed. Working for April-Six, and assisted in creating corporate literature for Princess Trust, enabling major alterations to be made to the annual reports.
- Designed and completed artwork on exhibition displays for Crown Business Communications, and advertising for Regus, adhering to all time frames and corporate standards.
- Undertook a contract with Arcadia, developing large in-store POS graphics for Dorothy Perkins: UK and international stores, interpreting designer visuals to establish final artwork.
- Altered copy and retouched film release graphics and POS, for the film / entertainment industry, displayed in cinemas, underground stations, magazines and newspapers.
- Created print and web artwork for current game platforms, covering packaging, manual covers, box inlays, posters and pop-up banners, working for SEGA.
- Designed and created artwork for a Kurt Geiger window display, implemented in all London stores, subsequently asked to work on other large retail projects.

## **Durrant Wapshott**

*August 2006 - August 2011 (5 years)*

### **Full-time Senior Creative Artworker**

- Produced artwork on a variety of high-profile retail projects, working with HMV, Polo Ralph Lauren, Timberland, Waterstone's and Liberty.
- Built and nurtured strong client relationships, negotiating briefs and maintaining consistent communications, delivering focused advice on substrates.
- Built a team of 3 artworkers.
- Managed all daily operations within the artwork studio, assigning and monitoring tasks, collating artwork to meet designated deadlines, sharing knowledge and best practice with colleagues.

## **Previous Employment**

- 1 year      Intelligent Marketing, Camden (Full-time In House Artworker).
  - 2 years      Pindar, Aylesbury (Full-time Creative Artworker / Typesetter).
  - 3 years      Systemax Europe, Uxbridge (Full-time Catalogue Manager & Artworker).
  - 5 years      Parlour Wood Creative Communications, London (Full-time Creative Artworker / Retoucher).
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## **Qualifications and Professional Training**

- At the APS Group I had extensive online training in: Equality and Diversity, Data Protection Regulations, Information security, Unconscious Bias, Modern Slavery and Environmental Health.
  - Extensive experience in Adobe Creative Suite and digital print production and processes.
  - HND Graphic Design (West Herts College).
  - Post Diploma in Typographic Design (West Herts College).
  - BTEC Diploma Graphic and Typographic Design (LCC).
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