

# IAN RENDALL

## Curriculum Vitae

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## Experience

- Producing high-quality advertisements for print in newspaper, in-house and various 'glossy' formats, either bespoke or working from a design brief.
- Producing templates for property and motor advertisements, either bespoke or working from a design brief.
- Producing eye-catching animated or static Flash advertisements in various sizes for online use, either bespoke or working from a design brief.
- Appropriate use of typefaces in keeping with the style of advertisement.
- Appropriate use of colour in keeping with the style of advertisement.
- Using my experience and expertise to assist less knowledgeable clients with their design requirements.
- Utilising the online Getty Image Library to enhance both print and online advertisements.
- Building and maintaining of a website (countrygardener.co.uk) using the Joomla web design software.
- Assisting a local artist in the setting up of his website (dailydale.co.uk) using Dreamweaver, Flash and Fireworks.
- Retouching and enhancing photographs for use in the Editorial and other departments.
- Product photography using a digital SLR and light tent.
- Writing copy for products using Google Webmaster tools and popular cultural trends to enhance SEO.
- Increasing website traffic by in-linking and social networking.
- Learnt basic Flash, using online tutorials, instructional books and by reverse-engineering existing documents.
- Producing consistently high-quality designs to tight week to week deadlines.
- Striving to ensure that both myself and the client are 100% happy with the design.
- Using good communication and interpersonal skills to keep the client up to date with progress via email, face to face or telephone.
- Embracing and thriving on challenges.
- Proposing original ideas for advertisement features and revenue streams, and producing supporting artwork.
- Using the Internet as a tool to research current design trends and popular culture, and then incorporating the findings into my work, where appropriate.

## Education

### Yeovil College

BTEC Performing Arts First and National Diplomas

### Westfield Community School

Music B, Science C, English C, Maths C, French C

## Technical Proficiencies

### Platforms:

Mac OS 9, OS X, Windows 9x, XP, Vista.

### Web/Graphic Design:

Adobe Photoshop, InDesign, Illustrator, Flash, Dreamweaver, Acrobat, Quark Xpress, Joomla, WordPress, Fireworks.

### Other Software:

MS Word, Excel, Outlook, Power Point.

### Other Skills:

Wireless networking, PC building and maintenance, audio/visual equipment competence.

## Skills and Personal

- Learnt Flash using online tutorials, instructional books and by reverse-engineering existing documents.
- Producing consistently high-quality designs to tight week to week deadlines.
- Striving to ensure that both myself and the client are 100% happy with the design.
- Using good communication and interpersonal skills to keep the client up to date with progress via email, face to face or telephone.
- Embracing and thriving on challenges.
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## Work History

References available on request

### February 2010 - Present

The Present Finder of Sherborne  
Website Administrator and Content Editor

### July 2009 - February 2010

Forest View Nursing Home, Yeovil  
Care Assistant

### May 2007 - July 2009

Western Gazette, Yeovil  
Graphic Designer

### November 2005 - January 2007

Screwfix Direct, Yeovil  
Graphic Designer

### August 1999 - November 2005

Western Gazette, Yeovil  
Typesetter