



oneteneleven_media

Design / Web / Motion / New Media

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**Antony Kitson//
Freelance Designer//
Curriculum Vitae//**

Personal Details// Antony Kitson

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Profile: A freelance multi disciplined designer specialising in Graphic/Web Design. Efficient, analytical and positive thinking with the proven ability to meet deadlines while upholding brand guidelines with the initiative to make decisions under pressure. A good communicator with the experience working individually or as part of a team.

Employment//

Nov '08 - Present: OneTenEleven Media
Position: Freelance Designer

OneTenEleven Media was conceived during my studies at EM Media. In November 2008 OneTenEleven Media started trading fully as a freelance design agency. In Jan 2009 I started my first regular freelance position at WDA-Automotive, and agency specialising in design for the automotive industry. I was contracted to manage all of WDA's web and Multimedia work. WDA's client list include Pirelli, Metzeler, RBS, Milltek Sport, Hel and Norton.

Having successfully introduced myself to designing on a freelance basis, I am now looking to expand my client portfolio.

Client List: WDA-Automotive, Irongate, Pirelli, Waterhouse Design, Subism, DAHRA, Graphic Boutique, Thinkdust, Quad, BBC Big Screen, 25august Films.

Feb '05 - Dec '08: Edge JCB Diamond
Position: Graphic/Web Designer

Responsibilities: I was the in house Graphic/Web designer of this dynamic forward thinking company. I was responsible for the creation and production of all marketing materials including brochures, flyers, newsletters, labels and packaging. Alongside I made updates to the company website and created any online content including marketing material, video and animation. I managed the re-brand of the Edge website and the branding, design and build of JCB Diamond's product range following Edge's integration with JCB .

I gained vital experience with a large global brand. Tightly Managed design projects from concept through to completion. Taking briefs and ensured projects ran within budgets and deadlines. Managed printers and costs. Produced print ready artwork to tight deadlines. Produced artwork for a range of national & international clients within the construction industry including JCB, Belle, APlant, ScrewFix and Speedy Hire.

Jan '04 - August '04: Strata Products Ltd
Position: Graphic Designer

Responsibilities: I was responsible for all the in-house design for all Strata products sectors including home storage, office desk accessories, baby and child and garden. I was also responsible for updates to the website.

Managing design projects from concept through to completion. Taking briefs and ensuring projects ran within budgets and deadlines. Design of brochures, labels, marketing material, packaging and exhibition graphics. Typed written reports following trade shows. Liased with printers and clients including Asda, Tesco and Homebase.

Dec '02 - Dec '03: Serif Europe Ltd
Position: Sales Agent/Online Marketing Assistant

Responsibilities: Worked as an outbound sales agent, selling software updates to registered customers. I later progressed to the online team creating content for PPC adverts and online graphics for the serif online store.

I received excellent sales training allowing me to put verbal communication skills to good use. Dealt with a broad customer base and worked to targets. Devised a new database system for maintenance of PPC ads. Liased with account managers for companies such as Google, Overture and Espotting. Uploaded and tested web content. Dealt with all purchase orders and pay per click accounts.

Education & Experience//

Nov '04 - Feb '05: EM Media
Course: Graduate Entrepreneurship Programme

13 week intensive Media Employability and Entrepreneurship Programme. Skills Development with regional media businesses

Flash Training - Katie Milner (Animator)
After Effects Training - Katie Milner (Animator)
Final Cut Pro Training - Mari (Freelance Editor)
Marketing Skills - Mita Morris (Marketing Consultant)
DV Cam Training - Steve Brookes (BBC News Cameraman)
SME Masterclass - Charles Hunter (Rockhammer Productions)
Business Skills for Freelancers - Anita Walsh (Big Train)
Media Law - Linda Bindahnee (Lawyer)
Health & Safety Training - Annie Black (Art Noire)

Jun '04: Q Group.
Course: Graduate management Training and Assessment Modules in: Standard Operations
Kaizen

Sept '99 - '98
Course: University Of Derby
BA(Hons) Graphic Design
Visual Studies, Typography, Electronic Media, Workshop Practices, Historical Background and Contemporary
Debates, Professional Practice, Project Management. Course Included:

Sept '98 - '99
Course: Leeds College of Art & Design
Diploma in Design
A concentrated year of study allowing you to define your personal ambitions in design, exploring the connections between the different design disciplines gaining a rounded view of the design industry.
City & Guilds in CAD
Focused on the uses and advantages of two-dimensional computer aided draughting. It was an excellent introductory course to the production of technical drawings to a certain specification.

Abbey Grange CofE High
A-Level: Art & Design, Design & Technology, General Studies.
GCSE: Art & Design, Design & Technology, English Literature, English Language, Science Double Award, Geography, German, Mathematics.

Key Skills// Branding
Typography, Layout Design
Apple Mac and PC literate.
10 years experience using Adobe Illustrator, Photoshop and Macromedia Freehand.
7 years experience using Adobe InDesign, Macromedia Flash, Quark Xpress and Dreamweaver.
5 years experience Cinema 4D & After Effects with Intermediate After Effects Training.
Advanced Flash Training animation & actionscript 2.
Creative Web Design XHTML/CSS
PHP, Java Script & mySQL Knowledge
Web accessibility & search optimisation.
Sound knowledge of Microsoft Excel, Word and Power Point
Basic Final Cut Pro Training.
DV Camera Skills.
Team Skills
Presentation Skills
Ability to meet deadlines while working under my own initiative and external pressures.
Attention to detail.
Media Health & Safety Trained

Press & Publications// Attik.com - NoiseFive Launch Photography
Subism Live - Photography
Bunch Design "Bastardised" - 2008
Computer Arts Tag Competition - Jan 2006

Exhibitions// BBC Big Screen - Dec 2008 - Quad Seasons Greetings Animation.
Subism Live - Derby Festé Sept 2008 - Visuals.
BD4D / Wellcome Collection - Feb 2008 - Interactive Finalist

Interests// Since becoming freelance I am becoming involved with Subism. Subism hosts established and up and coming contemporary artists from around the world, selling limited-edition artwork, from street art and graffiti to digital art, design and illustration.

As part of Subism I helped arrange the installation for Attik's NoiseFive Book launch in Leeds. I also photograph the Subism Live events.

If I am not at work or working on freelance projects I like to explore new software, and occasionally turn my hand to audio. Music is a great inspiration and would like to incorporate this more into my design work. Photography and film are another large passion of mine.