



**Antony Kitson // Graphic/Web Designer**

**Curriculum Vitae**

<http://www.oneteneleven.co.uk>

## PERSONAL DETAILS:

**Name:** Antony Kitson

**Address:** 1 Lavender Row  
Darley Abbey  
Derby  
DE22 1DF

**DOB:** 03/11/1979

**Mobile:** 07711 844 311

**URL:** [www.oneteneleven.co.uk](http://www.oneteneleven.co.uk)

**Profile:** A media trained Graphic/Web Designer who is keen to progress within the industry in a creative and challenging environment. 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:

**Feb '05 - Present:** Edge JCB Diamond  
**Position:** Graphic/Web Designer

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

**Achievements:** 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 including JCB, Belle, APlant, ScrewFix and Speedy Hire.

**Feb '05 - Present:** Oneteneleven Media  
**Position:** Freelance Designer

**Responsibilities:** I am always on the lookout for interesting & diverse projects to work on in my spare time, For the last 2 years I have been freelancing in my spare time for a variety of clients including design agencies, record labels, clothing brands and film producers. My aim has been to gain experience in areas of key interest. I have produced a wide span of work including web layouts, branding, motion graphics and print design.

**Jan '04 - Aug '04:** Strata Products Ltd  
**Position:** Graphic Designer

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.

**Responsibilities:** 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.

**Achievements:** 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.

## 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

## EDUCATION:

Sept '99 – '02: **University Of Derby**  
Course:: **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: **Leeds College of Art & Design**  
Course: **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.

Sept '92 – '98: **Abbey Grange CofE High**  
Course: 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.  
8 years experience using Adobe Illustrator, Photoshop and Macromedia Freehand.  
5 years experience using Adobe InDesign, Macromedia Flash, Quark Xpress and Dreamweaver.  
3 years experience Cinema 4D & After Effects with Intermediate After Effects Training.  
Advanced Flash Training animation & actionscript 2.  
Creative Web Design XHTML/CSS  
Some PHP & Java Script 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

**Interests:** Design is my hobby as well as my profession. If I am not at work or working on freelance projects I am working on my own artwork in my spare time. 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.