

Daniel Lee Self

Graphic Designer / Web Designer



Address: 3 Russell Terrace, Trowse, Norwich, Norfolk, NR14 8TQ

Phone: +44 (0) 7880 937697 // Email: studio@danielsef.co.uk // Portfolio: www.danielsef.co.uk

Personal Statement



I am a hard working, creative individual with a genuine passion for design and a resourceful and dedicated approach to my work. I have over 7 years of experience in the design industry, during which I have worked to a wide variety of timescales and briefs for clients spanning a myriad of market sectors, including retail, business and the public sector. This experience has awarded me a multitude of transferable skills which I have actively developed over the course of my employment. I am a sociable, well-mannered and articulate person, and thrive when working within a creative team, though I am also competent when working individually to fulfil a set brief to the client's utmost satisfaction.

Work Experience



Freelance Designer @ DS Design

Trowse, Norfolk, 2019 - Present

- Began full-time freelance operation under my own name and developed personal brand
- Self-managed work output, ensuring projects are delivered on time and to the client's specifications
- Built and managed own accounting and invoicing system

Graphic Designer @ Dual Creative Ltd.

Beccles, Suffolk, 2012 - 2019

Full time employment in the design industry, working within a small creative team to deliver high-quality work to clients from a variety of industries and market sectors.

- Delivered a consistently high standard of work in response to client briefs
- Actively developed new and existing design skills for print and digital applications
- Maintained a professional attitude when interacting with clients, suppliers and co-workers
- Liaised directly with clients to ensure a successful working relationship
- Operated under good work practice and organised file management protocols
- Managed time and budget allocation as well as supplier purchase orders and client invoicing
- Designed, built and maintained numerous websites
- Directed meetings and web training sessions for clients with self-hosted sites
- Assisted with 3D exhibition design and graphic output as well as stand builds across Europe

Web Design Consultant @ Dancys London Ltd.

Norwich / London, 2013 - Present

Freelance work for online retailer specialising in unique menswear fashion accessories.

- Offered web design/build services and online expertise
- Gained knowledge of business model for online retailer
- Managed secure web hosting and stock moderation
- Pursued successful client relationship

Work Experience @ Micropress Printers

Halesworth / Reydon, 2008 (2 Weeks)

- Experience working in a design office environment
- Knowledge of professional design software and Mac OS
- Knowledge of industrial printing processes

Education



Distinction, BTEC Foundation Diploma: Art & Design

Lowestoft College, Suffolk, 2010 - 2012

Studied a range of artistic modules from life drawing, textile print and illustration through to photography and CAD.

A-Level Qualifications

Bungay Sixth Form College, Suffolk, 2008 - 2010

Achieved 4x A level qualifications in Graphic Design, Mathematics, English Literature and Physics.

GCSE Qualifications

Bungay High School, Suffolk, 2005 - 2008

Achieved 12x GCSE qualifications with an A-C grade.

Skills & Awards



Skills & Proficiencies

- Adobe Acrobat/Reader
- Adobe Dreamweaver
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Branding & Logo Design
- Editorial & Copywriting
- Film Editing
- HTML & CSS
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Word
- Photo Editing
- Print Layout & Output
- Product Photography
- Proof Reading & QC
- Quark XPress
- SEO
- SketchUp 3D Software
- Typography
- Web Design (UI)
- Web Development (UX)
- WHM & cPanel
- Wordpress CMS

Awards & Achievements

Duke of Edinburgh Award
Achieved Bronze, Silver & Gold Award, 2017

Lowestoft Local Links
Winner, Logo Design Competition, 2012

Suffolk Youth Games
Gold Medallist, Mixed Badminton Doubles, 2009

Attributes & Interests



Personal Traits

Attentive, Adaptable, Confident, Creative, Dedicated, Experienced, Honest, Literate, Methodical, Motivated, Productive, Reliable, Resourceful, Sociable, Thorough

Interests



Amateur Dramatics



Board Games



History & Travel



Art & Design



Film & Videography



Music Composition



Badminton



Guitar & Bass Guitar



Theatre & Comedy

References



Rupert Trigg

Director, Creative Exhibitions Ltd.

Phone: 07899 918276

Email: rupert@creative-exhibitions.com

Howard Frost

Marketing Manager, Berry M&H

Phone: 01502 715518

Email: howardfrost@mhplastics.com