



## Personal Overview

### *Personal Profile*

Name: Tim Hartridge  
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### *Skills Summary*

With over 15 years experience in the print and graphic design industry I have worked on a wide-ranging number of projects, from design briefs and conceptualization through to final print and production management. I am currently Art Director for two publications "The Diplomat" and "Corporate Citizen" magazines. During my career I have worked predominantly in the roles of Graphic Designer and Creative Director for a number of companies as well as undertaking freelance design projects. My skill set includes creating images for inclusion in many graphic and web design, packaging design products, using original photography and client-supplied photography. I also excel in creating marketing collateral customised to client needs and I possess extensive experience in print media management.

I have several years experience in the capacity of Print Store Manager and Project Manager, handling the day-to-day retail aspects of two stores. I have led several design teams and trained members in design principles and production methods. At Dashing Print I was appointed DTP Manager for their group of 12 stores.

My graphic work includes the design and production from client briefs on the following: magazines and books, web design, magazine advertising, fmcg packaging for retail foods, pharmaceutical and drinks manufacturers, catalogues, point of sale material, business forms, stationery and signage.

My freelance and contractual design work has involved producing concepts and finished artwork for print, web and multimedia projects. My more recent roles have been head of the Marketing and Design department of a Jewellery Manufacturer, producing catalogues, point of sale merchandising material and company promotional collateral. I have completely redesigned the company's corporate identity to produce a more contemporary image.



## Professional Overview

### *Strengths*

- Experienced team leader and manager
- Capable of building strong and productive relationships
- Negotiation and influential skills
- Business development and sales expertise
- First class analytical, design, and problem solving skills
- Dedicated to maintaining high quality standards.
- Excellent written and visual communication
- Project management skills with strong attention to detail
- Exceptional organisation and time management skills
- A passion for my work – a visual perfectionist
- A flair for creative marketing

### *Key Expertise*

#### *Creative:*

Initial conception, recognising client requirements, brainstorming ideas, 'hands-on' work ethic, design documentation, creating templates, client presentation and creative direction. Broad style base, able to cater for the conservative market as well as advocate experimental design. Other relevant skills include experience in various art mediums, corporate branding, print design, 3D design, animation and photo manipulation.

#### *Technical:*

Proficient in latest software used for creative executions. Sound technical knowledge of print and production techniques for high quality reproduction. 'Hands-on' experience in photography for graphic use.

#### *Software Proficiency:*

Current CS: Photoshop, Illustrator & InDesign, Dreamweaver (CCS), Flash, Fireworks, ImageReady and Acrobat Professional. Plus Quark XPress, MS Office including Word and PowerPoint, basic Bryce. More recently Apple Numbers & Keynote presentations. Also versions of Freehand, PageMaker, Multi Ad Creator & graphic retrieval Quickcut.



## Professional Experience

### *Career Summary*

2008 – Current Contract art director, design for print and web. Clients: Diplomat-Media (The Diplomat & the Corporate Citizen magazines) Select Audio-Visual Distribution (web, marketing & corporate collateral); C.G. Jung Society of Sydney (Jung Downunder magazine & web); ANZSJA (Australian and New Zealand Society of Jungian Analysts – professional journal).

2006 – 2008 Marketing Coordinator and Senior Graphic Designer and Web Bee Marketing & Design and Bee Wholesale (Mascot)

2003 – 2006 Freelance design for print, new media and web. Clients include: Your Stars magazine, C.G. Jung Society of Sydney, MDC Jewellery, Mabuzi T-Shirts, Coombes-Ganchingco Publishing Aust., Allen & Unwin Aust, Quantum Leap Interactive.

2000 - 2003 Senior Graphic Designer and Team Leader  
Quantum Leap Group Events, and Quantum Leap Interactive (Ultimo)

1996 - 1999 Senior Graphic Designer  
VRX Digital Media - multi-media, web and print (Glebe)

1993 - 1995 Senior Mac Operator  
CGS Design (Commercial Graphics Studio, Surry Hills, Energi Design)

1991 – 1993 Senior Graphic Designer  
Manuscript Design (Newtown) design, print & production management

1990 - 1991 Group Manager, Senior Graphic Designer and Trainer  
Ink Express Printing (North Sydney)

1987 - 1990 Desktop Publishing Group Manager and Trainer  
Previous roles included: Branch Manager and Assistant Manager (CBD)

Portfolio: <http://www.timhartridge.com.au.tt/>

Web Samples: <http://www.linguistalliance.com.au/>  
<http://www.savd.com.au/Connoisseur/thanks.php>  
<http://www.beejewel.com.au>