

Hello!

THIS IS THE C.V OF

RACHAEL PARKINSON-TURNER

Graphic Designer



PERSONAL INFO

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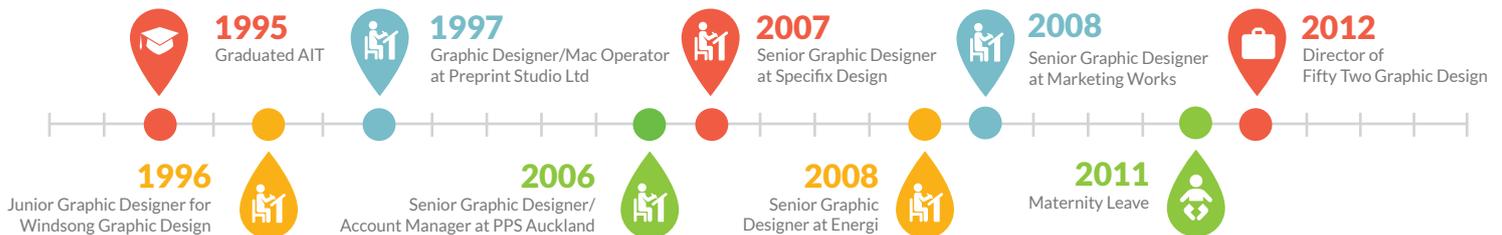
ABOUT ME

With 18+ years experience in the graphic design and production industries, I have worked with a variety of reputable companies designing and producing quality print and digital design solutions. Offering unique solutions individually tailored to each brief is one of my major strengths, providing effective visual solutions that exceed clients expectations.

Great communication and teamwork are skills you can check off the list. I am comfortable and confident liaising with clients, suppliers and co-workers.

As a creative thinker, I work efficiently and effectively whilst exploring options within the task at hand. When it comes to tight deadlines or a stressful situation, there's nothing a bit of upbeat music and a coffee in hand can't solve! I'm willing to go the extra mile to get a job done on time and on budget.

I'm a 'Westie' born and bred and hold extremely high personal values, ethics and passion for beautiful art, design and typography.



SKILLS & STRENGTHS

SOFTWARE

- Adobe Illustrator (Ai) [Progress indicator]
- Adobe Photoshop (Ps) [Progress indicator]
- Adobe InDesign (Id) [Progress indicator]
- Adobe Acrobat [Progress indicator]
- WordPress (W) [Progress indicator]

WORK EXPERIENCE

- FIFTY TWO GRAPHIC DESIGN** (Swanson, Auckland) - October 2012 - present
Owner/Designer
As owner and designer of Fifty Two Graphic Design, I provide a complete range of creative graphic design solutions for clients, from logo design and branding, business stationery design, flyers and invitations, web design and build (WordPress), labels and packaging, signage and exhibition displays. Drawing on my extensive background in the creative field, I confidently provide sound advice and total solutions for both start-up and established businesses and organisations.
- MARKETING WORKS** (Henderson, Auckland) - October 2008 - October 2011
Senior Graphic Designer
During my time at Marketing Works, I established strong relationships with clients and developed many creative 'outside of the box' design solutions. I gained extensive knowledge and experience in the field of signage during my time there, completing numerous designs for shop signage, vehicle wraps, expo and trade stands, posters, banners and billboards. As well as design, my role involved creating final print-ready artwork and RIP files. I gained further experience and knowledge of small and large format digital print. I took the opportunity to be trained on both Xerox and Ricoh small format digital printing presses, and the Roland large format digital printer. I improved productivity and turn-around within the studio by implementing my own proven work-flow methods and systems, adding value to the company by creating a stronger internal structure.

WORK EXPERIENCE (cont'd)

ENERGI Senior Graphic Designer

Newmarket, Auckland
March 2008 - October 2008

Reporting to the Art Directors and Account Executives, my key responsibilities were designing and creating artwork from brief or concept sketches, as well as working with existing artwork files built by other agencies and artists. Clients included Marley, Heart Foundation, Goodman Fielder, Tegel and Cadbury's.

The type of work ranged from trade presenters, POS, catalogues, annual reports, brochures and printed campaign collateral, through to packaging and signage.

SPECIFX DESIGN Senior Graphic Designer

Grey Lynn, Auckland
May 2007 - March 2008

A key designer in the creative division of Colorite Group, Specifix Design. Responsible for the day to day management of my work, liaising with my clients from concept to completion. Clients included Griffins, Cadbury, Hansells and Amcor Cartons. Type of work ranged from packaging (lithographic and flexographic), label design, trade presenters, catalogues, annual reports, brochures, printed campaign collateral.

PPS AUCKLAND Senior Graphic Designer / Account Manager

Penrose, Auckland
April 2006 - May 2007

Preprint Studio was bought by the owner of PPS Auckland in April 2008. I continued to expand on my role as sole charge designer, servicing my own client base. As well as design and mac operating, my responsibilities included on-site and off-site client meetings, establishing briefs, quoting artwork and printing, job record management, liaising with printers and management of projects in their entirety, reporting to the two company directors. I successfully managed a heavy work load, with multiple projects on the go at any given time. Clients included Griffins, Hansells, Tasti Products.

PREPRINT STUDIO LTD

Penrose, Auckland
September 1997 - April 2006

During my almost 10 years at Preprint Studio, I grew from a Junior Designer/Mac Operator to Senior designer and finished artist, with hands on experience in prepress processes and a solid understanding of the print and prepress industry. My main area of work was packaging, as we were preferred supplier to Amcor Cartons Auckland.

Senior Graphic Designer / Account Manager January 2002 - April 2006

Due to the strong relationships I built with clients over the years, I was given the added responsibility of account management for a list of clients. This involved directly dealing with clients and suppliers for all quoting, design, artwork and printing needs.

I also designed and built websites for several clients, using Dreamweaver and GoLive. This allowed a new service to be added to the company's offerings.

Intermediate Graphic Designer / Prepress Operator May 2000 - January 2002

During this period with the company, I was promoted from my junior role due to my excellent knowledge of all the major design and print software packages, into a broad well-round Intermediate designer with finished art and prepress experience. I began to manage my own work-flow, and took projects from beginning through to the output and checking of my film work. Main design projects were corporate ID work, for new and existing businesses, brochure and catalogue design, colour correction and retouching of scans.

Junior Graphic Designer / Mac Operator September 1997 - May 2000

I was employed by Preprint Studio in 1997 as a Junior designer soon after I graduated my tertiary education where I learnt about the prepress and print processes in-depth, as well as the Apple Macintosh operating system, building a solid foundation for my career.

PERSONAL TRAITS



Fast, meticulous worker, committed to meeting deadlines, everytime.



Open and honest communicator with excellent grasp of both written and oral English language



Creative thinker with 'outside the box' ideas and an eye for detail



Excellent time-management skills, confidently able to manage my own work schedule



Excel at building and maintaining relationships with co-workers, clients and suppliers



Solid understanding of the print and prepress processes

INTERESTS & HOBBIES



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