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Profile

Garry Edison Cook
Graphic Designer
London, UK

Located in North London, I am currently looking to apply in-house and freelance graphic design experience within a full-time or contract-based studio role.

Contact

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Flat 5, Empire House
6 East Drive, Colindale
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Education

BA (Hons) Degree, 2:1
Graphic Communication
Bath School of Art and Design
Bath Spa University, 2010

Experience

Simply Media
Graphic Designer
Full-time in-house, paid
Jan–Nov 2016

- DVD, CD & Digital packaging design
- New product, re-release and concept
- In-house cross-discipline assistance
- Branding adherence and instigation
- Presentation of design concepts
- Concept to print-liased manufacture in direct contact with VDC print group & Sony DADC manufacture plant
- Leading a team of freelance designers
- Bespoke typography & customisation
- Stock image manipulation, colouring and re-touching; vector illustration
- Adaptation to UK & US markets
- Design for trade & sales in catalogue and presentation documents

Fanatic
Junior Designer Intern
Four-day studio internship, unpaid
May–Jun 2014

- Animation concepts for Bristol Zoo
- Disabled badge-holder mock-ups
- Intranet database page layouts
- General artwork & image editing

Rise Records
Graphic Designer
Freelance commissions, paid
Nov 2013

- 7-inch carrier bag
- Factory Floor in-store gig poster
- Liason with printer & manufacturer
- Illustration & typography

The Showroom Projects
In The City Series Designer
Freelance commission, paid
Jun–Dec 2013

- The Showroom Projects logo
- In The City Series logo & branding
- Bespoke handset font in two weights
- A5 flyer layouts & A2 event posters

Blackbox–BoxClever Record Label
Matt-U Frequency EP Designer
Vinyl Record Sleeve comission, paid
Mar–Apr 2013

- Vector sleeve illustration
- Sleeve typography
- Label illustrations
- Digital & print-ready files

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Experience (Continued)

Bristol Biennial Festival of Art **Lead Graphic Designer** *Freelance commission, paid* **Sep 2011–Oct 2014**

- Logo, visual identity & branding
- Website layouts & navigation
- Printed programme, posters & flyers
- Delegating design tasks to interns

Motorcade/FlashParade **Graphic Designer** *Freelance commission, paid* **Aug 2011–Nov 2013**

- Logo, visual identity & branding
- Printed posters, flyers & programmes
- Bespoke exhibition branding & material
- Event volunteer & assistant

Working Well for the NHS **Self Care Skills Graphic Designer** *Freelance Commission, paid* **Mar–Jul 2011**

- Handbook editorial design
- Visual direction
- Stock image manipulation
- Diagrams & reader activities

Expertise

Visual Problem Solving

- Client liason
- Concept to final outcome
- Leading & working within a team
- Working to a budget

Typography

- Type-setting, legibility and character
- Bespoke handest fonts
- Font customisation

Identity & Branding

- Vector logos
- Brand templates
- Homogenous design solutions
- Interpreting & following set guidelines

Illustration, Artwork & Photography

- Vector illustrations & icons
- Stock image manipulation
- Image re-touching & colouring

Editorial Design

- Page layout
- Content direction

Design Software & Programming

- Equal proficiency in PC and Mac
- Adobe Creative Suite
- HTML & CSS
- Print & screen specifications

Web Design

- Page layouts & navigation
- Mobile & desktop
- Design for social media
- Animated GIFs

Print Specification

- Template adherence
- Colour matching
- CMYK, RGB & Pantone
- Optimal resolution & dpi
- Paper stock, texture & gsm
- Folding & binding techniques