

PENNY RANGE

Name / Penny Range

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EXPERIENCE//

June 10 – Present / **Freelance Design and Art DIRECTION**

Since setting up as a freelance designer I have worked with numerous brands and corporate entities producing graphic, experiential and packaging design, specialising in digital design. I am a conceptual thinker with hands-on experience in running projects, so am able to respond to changing demands and manage expectations.

CMW

Kelloggs

Coco-Pops site design

Special K brand identity

Feref

Disney Pixar

Toy Story 3 Rich Media banner suite

Warner Bros. Pictures

Flash banners

Hyper Happen

Pedigree

Dentastix banners, site design

Jack Morton Worldwide

Ericsson

Wireframing, mobile site design

LBI

Coca-Cola

Site and email design

Marks & Spencer

Site design

LBI

Printed marketing giveaway, Flash banners, site design, signage

BT

iPad design

Momentum Worldwide

Sony

Qriocity email and banner suite

Twentieth Century Fox

Flash banners

Mediacom

Pedigree

Pitch presentation

Meteorite

Homebase

Get into Gardening site design

MRM London

Nationwide Bank

Site design

Johnson & Johnson Acuvue

Email and Newsletter design

Pod1

Smythson

Site design and art direction

Mulberry

Flash banner design

Net-a-Porter

Flash banner design

Pierre Marcolini

Printed invitation design

Sapient

John Lewis

Art direction and design

Ladbroke

Presentation design

Vodafone Global Enterprise

Presentation design

The Partners

Kantar

Wire-framing, site design

Vodafone

Digital brand guidelines

Vodafone Global Enterprise

Digital brand guidelines

Uber

Samsung

Tablet interface design

SKILLS//

Concept generation:

sketching, storyboarding, illustration, model making, mock-ups.

Design for web:

wireframing, site-mapping, usability, user journey, SEO friendly and paid search targeted HTML site design, Flash site design, standard and rich media campaigns, microsites, social media apps, games.

Design for print:

art direction, typography, identity creation, branding, publishing, promotional material, packaging and exhibition stands.

SOFTWARE//

Photoshop

Illustrator

Flash (with ActionScript 2)

Indesign

Dreamweaver

After Effects

Imageready

Quark Xpress

Microsoft Office including:

Excel (advanced level)

Word

PowerPoint

Fully Mac and PC literate

EXPERIENCE//

January 07 – June 10 / **Steak Digital**
Senior Designer / Full time

A client-facing role which involved running and attending client meetings and brainstorming sessions, collaborating with other creative agencies, giving presentations and pitching for business. Responsible for the digital design and brand development of clients such as: British Gas, (RED), Greenbee (part of the John Lewis partnership) and the BBC.

The role demanded creativity throughout, from generating concepts to delivering high-quality digital work. This necessitated a keen eye for detail and a love of typography and layouts.

Designed full rich media campaigns, HTML sites which encompassed good SEO practices and usability, sales conversion focussed PPC landing pages, Flash sites, games and apps.

Internally, I led a team of in-house designers, giving design direction, setting their objectives and appraising them. I also briefed and managed a network of freelance designers and developers which utilised my planning and project management skills.

July 04 – December 05 / **Creative Plus Publishing**

Graphic Designer / Full time

Creating graphic designs for a range of publications including books for Readers Digest, The Leprosy Mission and "Let's Start" Art kits. Designing pages ready for press for Scooby Doo! World of Mystery, a weekly children's magazine.

Producing scamps for cartoon strips and generating concepts to communicate design ideas for games and free toys. Managing the commissioning of artworks.

June 04 – July 04 / **KeeScott Associates**

Graphic Designer / Intern

Designed promotional material and interactive PDFs to boost the brand identity of this design agency.

June 04 – June 04 / **Dazed and Confused Magazine**

Graphic Designer / Work Experience

Assisted the design and editorial departments of this monthly fashion, culture and arts magazine.

July 02 – August 03 / **Boots (Manufacturing)**

Packaging Designer / Full time

Boots HQ in Nottingham. Developing branded packaging for proprietary customers such as Procter and Gamble (working on their Lacoste and Hugo Boss brands), Trevor Sorbie, Toni&Guy and Eugene Perma. Additionally, brainstorming and innovating new Boots own-brand Soltan packaging solutions.

Working as part of a supply chain delivering cost effective packaging within legal requirements. Balancing customer requirements with manufacturing, materials and supplier capabilities.

Sourcing suppliers and components then prototyping, testing and presenting mock-ups. Working abroad liaising with foreign customers. Print proofing and colour matching on press.

EDUCATION//

May 10 / **Ravensbourne College, London**
Video Optimisation & Compression

Nov 09 / **Academy Class, London**
Introduction to After Effects

Feb 08 / **Major Training, London**
Intermediate level Flash with Actionscript 2
Intermediate level Adobe Dreamweaver

Sept 05 - Aug 07 / **Cervantes Institute, London**
Intermediate level Spanish

Sept 00-June 04 / **Loughborough University**
BA (Hons) Industrial Design
First Class Honours
Diploma in Professional Studies

Sept 93 – June 00 / **Secondary Education, Brentwood**
3 A-Levels (B, B, B)
10 GCSEs (A* – B)

OTHER SKILLS//

Full clean driving licence
Intermediate Spanish
Rowing for Auriol Kensington
Running (three half marathons, raising money for charity)
Open-water swimming (completed the Great North Swim across Lake Windermere)
Cycling
Snowboarding
Playing the 'cello