



Adrian Peter Waterfield
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PROFILE:

An all-round Graphic Design/Artworker with many years experience having worked with many blue chip companies including McDonald's, M&S, Mars, Birmingham City F.C., and several large brewery firms. I have worked across many disciplines such as Packaging, Brand Identities/Guidelines, Corporate I.D.s, Catalogues, Press Advertising and P.O.S./Hoardings. Punctual, reliable and happy to work either as part of a team or independently on own initiative adhering to deadlines and work schedules. Experienced in briefing others, dealing with account handlers and freelancers. Excellent grasp of typography, grammar and copy checking.

KEY SKILLS AND ACHIEVEMENTS:

- Fully fluent in Adobe Creative Suite, Quark, Acrobat.
- Excellent understanding of print and reprographics.
- Experienced in Photoshop re-touching and visualisation from Mac layouts.
- Extensive experience preparing page layouts for website creation.
- Creating editable pdf forms in Acrobat.
- Ability to find practical and time effective solutions to problems.
- Understanding of current trends and styles.
- A keen eye for attention to detail in all aspects of the job. Particularly with finished artwork.

EMPLOYMENT HISTORY:

Graphic Design; APW Design & Artwork – Freelancing – 2012 - Present.

- Various freelance projects for local firms.

Graphic Designer; Chase Warner Print Management – Mar 2010 - May 2011.

- Responsible for all aspects of design and finished artwork for a range of diverse clients.
- Involved in ideas, layout, and content of pitch documents, packaging projects and stationery.
- Checking and approving final proofs with Print Managers.

Senior Artworker/Designer; Boxer Creative Limited – Jan 1990 - Oct 2009.

- Involved in the development and presentation of pitch documents for potential clients.
- Liaising with Account Handlers, Senior Creatives and Print Buyers in the finished artwork and print production on large projects for many blue chip companies.
- Involved with briefings, amendments and production management meetings.
- Ensuring client corporate guidelines are adhered to.
- Being responsible for the logistics of large document projects, file naming and general studio admin.
- Won a shared award for my work on the McDonald's 2005 Nutritional Information Initiative project.

Graphic Designer/Artworker; Robert Allen Assoc – Mar 1986 - Dec 1989.

- Small design company with its own print shop.
- Responsible for all aspects of design and production of baseboard keyline artwork through to camera work and final films and occasionally platemaking.

CLIENTS:

A small list of some of the clients I have worked with are as follows; Asda, M&S, M&B, Rover, Vodafone, Swish, InBev, Mars (Dolmio & Uncle Ben's), Chicago Town Pizzas, Jewson, Halfords, Bass, Scottish & Newcastle, McDonald's and Birmingham City Football Club.

QUALIFICATIONS:

6 O Levels, 1 GCSE
2 A Levels, Art, Chemistry
Art & Design Foundation Course. Nuneaton College
BA (Hons) Graphic Design. Birmingham Polytechnic Faculty of Art & Design

INTERESTS:

Socialising and Cinema, Astronomy and Science, Stick Insects and Pitcher Plants.

McDonald's: Nutritional packaging



M&S

Perfect Range



THE PERFECT CASUAL CREWNECK JUMPER

This cotton-rich crewneck jumper is so soft, and is machine washable too.

£26



THE PERFECT

LAMBSWOOL JUMPER

Wonderfully soft lambswool knit with a neat and hardwearing hem.

£29



THE PERFECT LEATHER HANDBAG

This natural leather handbag has two zip pockets for extra security.

£40

THE PERFECT BLOCK HEEL COURT SHOES

These classic court shoes have soft calf leather uppers and padded insoles for extra comfort.

£35



THE PERFECT STRETCH CLASSIC JEANS

These classic cut jeans have a stretch 'comfort' waistband plus lycra slanting for added comfort, fit and shape retention.

£29

Liz Claiborne

Fashion clothing



M&S

Food and Health



Swish Windows and Conservatories

Beautiful Ideas
Perfect windows, doors and conservatories

Window Shopping
How to choose the best look for your home

Make a Grand Entrance

Conservatory Living
Follow our guide to planning, styling, heating and decorating

Plus!

- Security - what to look for
- Buyer's checklist
- How double glazing really works
- How to make your conservatory really work
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room with a view

Open up your home with **Swish Doors** or **Swish Doors**. It's a splashy way to add more light to the room and create an impression of extra space.

Plenty in a picture

Don't let the picture window in your living room be just a picture. It can be a real showstopper. It's a great way to add a touch of color to your room. It's a great way to add a touch of color to your room. It's a great way to add a touch of color to your room.

Gorgeous in Glass

Security

Double glazing means you can enjoy the view in total safety. It's a great way to add a touch of color to your room. It's a great way to add a touch of color to your room. It's a great way to add a touch of color to your room.

Swish
Windows and Conservatories

Future Windows need new Swish installers in your area

more...

- more service • more support
- more quality products • more opportunities

Plus!

- Easy installation • A soft loan based • Enhanced stability
- Free CAD for conservatories • Free consultation • 7 day turn around

Offering you more So you can earn more

Call future windows for more information
0800 0747004

Swish
Windows and Conservatories

more Fantastic Support

more Quality & Service

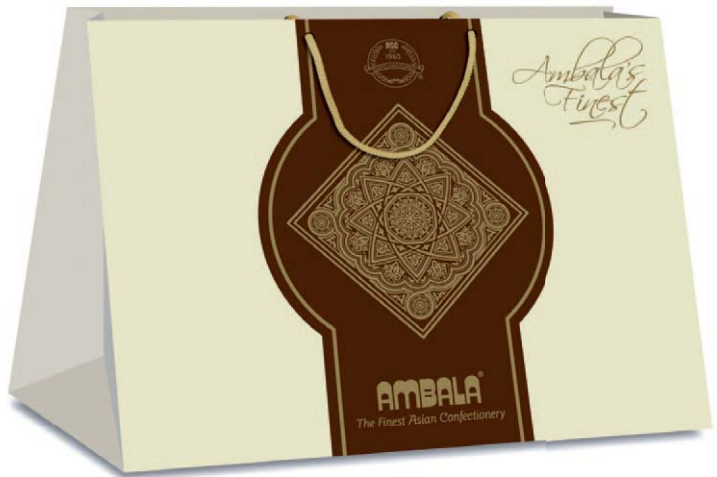
more Outstanding Products

more excellent service & support

more...

Ambala

Asian Sweet Packaging



Fabric Warehouse
P.O.S.

we love to make it easy for **you**



FREE made to measure home consultant service
(choose from the comfort of your own home)

NEW to help you choose in store personal shopper
(it's free too!)

The Fabric Warehouse

time to get **cosy**

discover... rich, warm tones bold patterns & textures



delicious designs to dine for!

mix & match fabrics for max effect!



be **daring** in the bedroom

get creative with our choice of fabulous fabrics



summer **sale** now on! **10% OFF everything!**
Friday, Saturday Sunday, Monday

new autumn range instore

10% off everything! fabrics readymade curtains poles, tracks & blinds finishing touches

FREE made to measure home consultant service
(choose from the comfort of your own home)

NEW instore personal shopper
(it's free too!)

Visit our full price clearance store on specially go online at www.fabricwarehouse.com.uk to see our range plus 10% off all goods on our clearance.

 available choice of fabric and fabric by roll

 ready-made curtains hanging today

 huge choice of fabrics, blinds & poles

whatever you do this weekend don't miss it!



Readingham Lakes, Readingham
25 Waters Farm (by the roundabout)
Readingham Lane, Readingham
Readingham, Hants RG2 2LQ
Phone 0118 510 2211
www.fabricwarehouse.co.uk
open 7 days a week


warehouse
a real find for fabrics & more

Jewson

Promotional Literature

October - December 2000

JEWSON **Graham** 

Everything for Plumbing & Heating

TOOL EXTRAVAGANZA

JEWSON'S LARGEST EVER TOOL PROMOTION

THIS MONTH'S SUPER SPECIALS


TRADE BEST BUYS

May/June 2000

£12⁹⁹  **JEWSON**

£10⁹⁹  **Graham**

£327⁹⁹  **JEWSON**

£279⁹⁹  **Graham**

£233⁹⁹  **JEWSON**

£199⁹⁹  **Graham**

£193⁹⁹  **JEWSON**

£165⁹⁹  **Graham**

May/June 2000

PLUMBING, HEATING & SANITARYWARE

Twyford Bravo Bath Pack **£196⁹⁹**

Indesit Oven Pack **£189⁹⁹**

Ideal Minimax Boilers **£327⁹⁹**

£279⁹⁹

JEWSON **Graham**

Everything for Plumbing & Heating

HUGE DEALS FOR DECORATING

SPRING SPECIALS

on selected decorating products

Dulux TRADE colour palette

Dulux TRADE Vinyl Matt **£22-31** to **£18-99**

£14-09 to **£11-99**

£23-49 to **£19-99**

JEWSON

HUGE DEALS TRADE PAINTS

LIFT THE LID

ON A VAN LOAD OF PRIZES PERMAGLAZE

PERMAGLAZE **£9-98** to **£8-49**

MOGLAZE **£15-85** to **£13-49**

Gloss Undercoat **£9-39** to **£7-99**

PERMAGLAZE **£15-26** to **£12-99**

PRINTE MATT **£14-09** to **£11-99**

PRINTE SILK **£14-09** to **£11-99**

CROWN **£14-68** to **£12-49**

MATT VINYL **£15-26** to **£12-99**

SILK VINYL **£15-85** to **£13-49**

WHIT **£15-26** to **£12-99**

WHI **£16-44** to **£13-99**

PERMAGLAZE **£21-14** to **£17-99**

Sandtex **£17-38** to **£14-79**

CROWN **£9-74** to **£8-20**

FULL UNDERCOAT **£9-74** to **£8-20**

FULL GLOSS **£10-33** to **£8-79**

HUGE DEALS JEWSON OWN BRANDS

£5-86 to **£4-99**

£1-16 to **£0-99**

£7-04 to **£5-99**

£2-34 to **£1-99**

£5-63 to **£4-79**

£14-09 to **£11-99**

£22-31 to **£18-99**

£12-91 to **£10-99**

JEWSON

Rover MG

Showroom Merchandise



Birmingham City F.C.

Conference Facilities Pack

Note pad and pens



Brochure

Paradigm Office Interiors

Brochure & Stationery



Chicago Town Pizza Packaging



MARS Foodstuffs



100%
good honest ingredients

3 for 2
Dolmio 500g
Original/Light/Extra
shoprite

Dolmio Bolognese
now tastes even better!

The new improved Dolmio Bolognese range is made from 100% good honest ingredients, with 3 times more tomato chunks and 10 juicy mushrooms in each 500g jar. You will not find any ingredients that you couldn't find in your own kitchen cupboard, and of course there are still no artificial colours, flavours or preservatives.

DOLMIO
New recipe Bolognese sauces from DOLMIO[®] made using only Mama's kitchen cupboard ingredients

Dolmio Chunky has changed its name to Dolmio Extra



Stir up a
new taste
experience

Uncle Ben's
STIR FRY

new

Uncle Ben's[®] the makers of the No. 1 Sweet & Sour sauce, have created a delicious new Stir Fry sauce. Simply add to meat and vegetables for a perfect, tasty meal in minutes.

Uncle Ben's STIR FRY



Uncle Ben's Indian Christmas

Spice up your Turkey

Uncle Ben's Tikka Masala with Basmati rice is the perfect way to spice up your family meal at Christmas.

World Vision

Orange-a-Peel DM Fundraiser Pack



Go Orange!
Feb 16

Join in the fun
get sponsored for doing
something orange
from Feb 16-20.

Raise money for children around the world who don't even
have the basics like clean water, decent healthcare, food,
education and housing.

World Vision
Orange-a-Peel
www.orangeapeel.org.uk

sponsored by 



Go Orange!
...and take part
in our Crazy Day of Fun!

World Vision
Orange-a-Peel

2



What a Massive Success!

World Vision
Orange-a-Peel

Thanks to you, World Vision's Orange-a-Peel will be able to help millions of people in the developing world. Here's a few ways how!

It's a Crazy Fun Month in India

It's Fun for the Kids in Malawi

Look out for Orange-a-Peel 2007!

World Vision



Go Orange!

World Vision



Go Orange!

World Vision

Wholefoods Indoor Markets

Environmentally Friendly Materials



Lloyds Pharmacy



Birmingham Brand Guidelines



Pink Sparkling Rosé

Try Pink

The fun, anytime, sparkling rosé

Seriously Bubbly.
YELLOWGLEN

Enjoy Responsibly
www.seriouslybubbly.com.au

Stock Pink
to watch your sales bubble!

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