

# MICHAEL GREENE

Please visit my online portfolio at: [www.michaelgreen.co.uk](http://www.michaelgreen.co.uk) Email: michael@michaelgreen.co.uk

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## WELCOME TO MY CV

I am a graphic designer and illustrator with a wealth of experience in both conceptual design, creative design and layout creation. I also possess a strong knowledge of printing and finishing on a production level seen more in the creative artwork section of our industry. I have worked for a number of design agencies within editorial layout and production, point of sale, retail, large format design and print, packaging design, advertising, exhibition event stand design, hospitality, food and drink, medical and even design for digital. Even today, I am always trying to learn new skills to add to my repertoire.

### EDUCATION IN REVERSE

- Solihull College of Technology  
**PTTLS - Preparing to teach in the lifelong learning sector**  
**Intermediate Teaching Qualification - 7 Months**  
(with teaching experience)
- Solihull College of Technology  
**PTTLS - Preparing to teach in the lifelong learning sector**  
**Foundation Teaching Qualification - 6 Months**
- Solihull College of Technology  
**GNVQ Level 3 in Graphic Design - 2 years**
- Solihull College of Technology  
**B-TEC First Diploma in Art & Design - 1 year**

### PROGRAM KNOWLEDGE

Extensive experience  
**Adobe Suite including; Illustrator, Photoshop, InDesign, Acrobat, Microsoft; Word, Excel, PowerPoint**

Some experience  
**Premiere Pro, SketchUp, Rebelle 6**

### PRINT KNOWLEDGE

First-hand experience with the following print processes and finishes.  
**Offset Lithographic, Flexographic, Retrogravure, Digital Onset, LED UV, Large Format Flatbed & Roll-fed, Screen Printing, Foil Blocking, Metallic Finish, White / Reverse White and Varnish.**

### MOST RECENT WORK HISTORY

#### • BRAND IMAGING SOLUTIONS - DESIGN AGENCY

##### SENIOR GRAPHIC DESIGNER (Freelance)

Working on a short contract as a freelancer I joined the studio in Manchester for some days during the month and worked remotely for the remainder. Working on brands like Andrex, Kleenex, Diageo, Coca Cola and Weetabix, designing packaging and altering existing artworks.

- Quality control of design work before it leaves the studio.
- Designing packaging for well known brands.
- Strong ability to follow a brief and consider core branding when designing layouts for blue-chip clients.
- Updating existing artwork to bring in line with core branding.
- Following artwork instructions for amending layouts.
- Demonstrating good communication skills when posed with questions about alterations.
- Experience working within a team.
- Creating colour correct proofs for layouts.

#### • MARKS DESIGN - DESIGN AGENCY

##### SENIOR GRAPHIC DESIGNER / PRINT PRODUCTION SPECIALIST

My role at Marks was varied and spanned 7 years. Working primarily in their design agency section as a senior graphic designer, I worked on major brands such as Wrigley's, Galaxy, Mondelez for Cadbury, Dettol, Airwick, Waitrose, Tesco, Berocca, Radox, Evergreen and Haleon for Sensodyne. My knowledge of printing and production also saw me work closely with the production department, particularly on projects that required not only an eye for design, but specialist understanding of print tolerances. This was mainly demonstrated when I managed the team for the Mars redesign of their famous Wrigley's Extra, Orbit and Freedent brands. I managed the project for two years and mentored a team of 5 people. Designing master layouts for roll-out and checking all work before it left the studio. I also created trackers and kept tabs on all artwork from design stage to final repro. In total we created over 800 layouts. I was also tasked with attending print production meetings to discuss colours and printing techniques with the client.

- Seven years experience within the company working on many different accounts.
- First hand experience working in a conceptual design environment.
- Excellent technical print knowledge for all of the major print techniques and their limitations.
- Managerial experience dealing with freelancers, the main core design team and apprentices.
- Experience writing concise and clear briefs and briefing staff.
- Client facing experience with a good professional temperament for liaising with people both in and outside of the organisation.
- Strong ability to follow a brief and consider core branding when designing layouts for blue chip clients.

#### • ANDESIGN - LARGE FORMAT

##### SENIOR GRAPHIC DESIGNER / TRAINEE STUDIO MANAGER

I started at Andesign as a senior designer but was promoted to the role of studio manager after we hired some apprentices, which I trained and monitored. Andesign specialise in large format printing, exhibition stands and signage for clients such as Taylor Bloxham, National Express, Nike and Adidas. The work was varied and catered for a wide range of substrates from paper to acrylic board and even super large canvas materials over 25 feet wide. They also specialise in backlit canvas frames you often see around airport terminals.

I ran the studio and monitored the apprentices, also designing layouts for the factory floor, which has a number of wide format printing machines and an LED UV cured roll-fed bed printer. I would set up files to repro standard ready for printing.

- Mentoring two apprentices and teaching them Adobe suite.
- Running production meetings to plan in work.
- Writing briefs and discussing projects with account managers.
- The day to day running of the studio.
- Setting up files to be print ready.

#### • KENTON INSTORE LTD - SCREEN PRINTER

##### SENIOR GRAPHIC DESIGNER / CARDBOARD ENGINEER

Senior designer role for a company that created point of sale using screen printing techniques. The company run an onset flatbed UV printing machine and various wide format facilities. Working mainly on the conceptual side of design, but required to set up layouts for press, incorporating trapping and finishing to artworks. I also operated CAD machinery to create FSDU units for point of sale using EB, E and S flute corrugated cardboard sheets. I would design the units and create unique mock ups to test tolerances for weight and ease of construction. Clients included Tesco, Sainsbury's, Baylis & Harding and Lego.

- Cardboard engineering to create strong point of sale units.
- Setting up artwork for screen printing and Onset Digital.
- Conceptual design processes, often liaising with the client.
- Day to day running of the studio and quality control.