

MICHAEL GREENE

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WELCOME TO MY CV

Thank you for taking the time to read my CV. I have been a graphic designer and illustrator for three decades and have a wealth of experience in conceptual design, creative design, layout creation and possess strong knowledge of printing and finishing on a production level. Throughout my career I have been unfortunate to face redundancy a number of times, but this has ultimately led me to a wide variety of roles that have spanned almost every corner of the print and design industry. I have worked 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 design for digital. I have been lucky enough to work for a number of design agencies and I am always trying to learn new skills to add to my experience.

EDUCATION

- (2004 - 2005) Solihull College of Technology
**PTTLS - Preparing to teach in the lifelong learning sector
Intermediate Teaching Qualification - 7 Months**
(with teaching experience)
- (2003 - 2004) Solihull College of Technology
**PTTLS - Preparing to teach in the lifelong learning sector
Foundation Teaching Qualification - 6 Months**
- (1993 - 1995) Solihull College of Technology
**B-TEC National Diploma (Also known as GNVQ Level 3)
in Graphic Design - 2 years**
- (1992 - 1993) 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

● (2024 - 2025) 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.

● (2017 - 2024) 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 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.

EXTENDED WORK HISTORY

(2017 - 2017) TAYLOR BLOXHAM - DESIGN AGENCY STUDIO MANAGER (Cover for maternity leave)

Whilst working at Andesign, a freelance contract to cover maternity leave opened up for studio manager, which came to my attention due to my previous connection with Taylor Bloxham. Since my intention at the time was to progress to managing a design studio, I thought it invaluable experience and took the role. Creating point of sale for clients which included JD Sports, Nike, Adidas and Vans. Main items were apparel labels and window displays.

- Organising and monitoring the designers.
- The day to day planning of design work.
- Quality control of design work before it leaves the studio.
- Liaising with clients to ensure branding competence.
- Designing layouts for blue-chip clients.

(2015 - 2017) 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 flat 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.

(2009 - 2015) 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 also have 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.

(2007 - 2009) FOSCOS HAYES HURDLEY - LARGE FORMAT SENIOR GRAPHIC DESIGNER / CARDBOARD ENGINEER

Senior designer and project manager for an in-house printing company specialising in large format billboard signage. I would liaise with clients, run brainstorming sessions with the design team and plan projects to meet tight deadlines. Clients included Aston Villa & CBS Outdoor.

- Client liaison, taking briefs and organising work.
- Project planning for the studio to meet deadlines.
- Conceptual design and running brainstorming sessions.
- Creating artwork for large billboard sized signage.

(2005 - 2007) CREATIVE WAY - DESIGN AGENCY SENIOR GRAPHIC DESIGNER

Senior designer for a design agency specialising in leaflets, stationery, brochures, editorial and point of sale. The company also created a variety of 3D Projects for point of sale and exhibitions. I would take designs from conceptual stages all the way to the finished article.

- Senior conceptual designer.
- 3D model making using cardboard and plastic substrates.
- Using a variety of design techniques to fulfil the brief.
- Regular brainstorming sessions.

(2000 - 2002) ORTEK GRAPHICS - LITHOGRAPHIC PRINTER SENIOR GRAPHIC DESIGNER / REPRO ARTIST

Lithographic printing house with SRA2 Heidelberg sheet-fed off-set presses. Using repro techniques to ensure the layouts have correct folding, trapping and colour separations. I would not only design the layouts, but repro them and make the metal plates for the press. The studio comprised of just myself and one other junior designer.

- Implementing repro techniques for off-set printing.
- Creating design layouts and also metallic plates for the press.
- Senior role overseeing complete production for the studio.
- Complex layouts for saddle-stitch and perfect bound brochures.

(1999 - 2000) EFFECTIVE ADVERTISING - ADVERTISING AGENCY MIDDLEWEIGHT GRAPHIC DESIGNER

Advertising agency specialising in editorial advertisements alongside various printed literature pieces. I worked closely alongside the studio manager to deliver first class designs for a variety of projects. I would often have client facing meetings in the boardroom to discuss projects and designs. Clients included Extra Personnel, Purple Loans and Holiday Hyper Market.

- Brainstorming projects with the client face to face.
- Conceptual design processes.
- Learning editorial techniques to engage the viewer.
- Shadowing the studio manager to further my experience.

(1996 - 1999) WACE IMAGING - DESIGN AGENCY JUNIOR GRAPHIC DESIGNER

Design agency specialising in board games for a variety of blue-chip clients such as M&B Games, Waddington's, Sony and GlaxoSmithKline (now known as GlaxoSmithKlineBeecham). Whilst working for Wace I learned advanced layout skills and how best to implement illustration work to design, alongside techniques for conceptual design and brainstorming.

- Illustration techniques and how to use these in design.
- Working for blue-chip clients.
- Learning advanced design layout techniques.
- Adding my voice to conceptual design meetings.

(1995 - 1996) CRADLEY PRINT - LITHOGRAPHIC PRINTER REPRO MAC OPERATOR

Large lithographic printing company specialising in magazine printing for a range of well known publications, such as Future Publishing, Time, Newsweek, British Medical Journal, PlayStation Power and Edge magazine. Housing two of the biggest offset printing machines, the M600 and G4 printing presses, their turnaround was huge. I would arrange editorial layouts, working out page pagination and ensuring adverts were also in place, always considering folding techniques to allow for creep of perfect bound magazines.

- Setting up work for the presses using repro techniques.
- Creating plates with computer-to-plate technology.
- Advanced page pagination techniques for perfect binding.
- Web and Sheet-fed experience and how to set up layouts for them.

(1994 - 1995) RTA ADVERTISING - ADVERTISING AGENCY APPRENTICESHIP IN GRAPHIC DESIGN

Fresh from college I landed an apprenticeship to learn first hand about design and design for print. RTA Advertising specialised in advertising in many forms included printed literature and signage. I was shown design techniques and the importance of aesthetics in layouts and how to create impactful designs. I also worked closely with the studio manager to understand the power of typography.

- Introduction to Macintosh computers and the Adobe suite.
- Implementing photography into design.
- Working in an office environment.
- Limitations of printing techniques.

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