

Emily Fraser

BA(Hons) Visual Communication

A creative graphic/web designer and graduate of Gray's School of Art with experience as an in-house designer for over a year and experience with some of the top creative agencies in Scotland. A motivated designer who's work expands to freelance design and illustration in my spare time. A friendly and enthusiastic team worker who enjoys developing creative solutions to design briefs.

CONTACT

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WEBSITE

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SKILLS

Proficient in

- Photoshop CS3 - CS5
- Illustrator CS3- CS5
- InDesign CS3 - CS4
- Dreamweaver CS3 - CS4
- Flash CS3 - CS4
- Microsoft Office
- Powerpoint/Keynote
- Wordpress CMS
- Joomla CMS
- HTML and CSS coding
- Netbeans
- Notepad ++
- Survey Monkey
- Mail Chimp
- Google Analytics
- Social Media Marketing
- UX Design

- Time management skills
- Meeting tight deadlines
- Team & interpersonal skills
- Communication
- Full UK driving license

Working knowledge

- After Effects CS4
- Final Cut Pro
- Fireworks CS4

EMPLOYMENT

Fresh Ideas, Aberdeen

Design & Marketing Intern

July 11 - Present

- Developing marketing skills in social media.
- Designing work for print and web for clients such as Petrofac, Trilight & The HR Directory.
- Working in a team to tight deadlines.
- Writing copy for campaigns.

Aberdeen City Council, Aberdeen

Freelance Illustrator/Designer

April 11 - May 11

- Designed and illustrated a book cover for a book which is now part of the British Library.
- Commissioned to do a further major project in Aberdeen City .Centre designing large banners and vinyls to be put up in the city.
- Working in a team and with the community to a tight deadline.

Red Evolution, Aboyne

Web Design Intern

Dec 10 - Feb 11

- Designing and creating Joomla templates from scratch.
- Designing corporate identities for several clients.

Mapix Technologies, Edinburgh

Graphic/Web Designer

October 09 - Feb 11

- Responsible for all graphic/web design and marketing for the company.
- Designed websites in Wordpress.
- Designed corporate identities, brochures, banners, posters etc.
- Worked to tight deadlines and dealing with printers.
- Was responsible for improving old logos and old design work to make it the same aesthetic standard as the new artwork.
- Transformed the old websites into new sites with CMS abilities to enable easier editing of content.
- Used Adobe Creative Suite CS4 on a daily basis.

- Project managed a small team.
- Designed a site for arts charity Sandblast which was a difficult and complex brief, I managed to resolve the issues with the design and create a site the client was happy with.
- Worked on projects independently as well as in a team.

Donna Murray, Aberdeen

Freelance Web Designer

Dec 10 - Jan 11

- Commission to design blog for local photographer.
- Blog was created in Wordpress and with date and subject category filters to enable the users to find content easily.
- Keeping within budget as the client had a limited fund for the design.

Imajica, Aberdeen

Freelance Illustrator

September 10

- Contacted by Imajica with a brief to work on poster for Gulf Offshore.
- Design was successfully completed within the time I was given and they were very happy with the result.

Chalkwillow Interiors, London

Freelance Web Designer

June 10 - Aug 10

- Commissioned to make a Wordpress blog for London interior design company Chalkwillow.
- Blog was integrated successfully within the site and now is extremely successfully with many users interacting with the content.

Elmwood, Edinburgh

Work Experience

Sep 08

- Work experience during university
- Working on briefs for Heinz, Asda Wallmart and Aberdeen University.
- Great experience working with amazing clients and working in a team.

EDUCATION

Gray's School of Art, Aberdeen

2.1 BA (Hons) Visual Communication
Sep 05 - July 09

- Course included contextual and critical studies and studio work including advertising, graphic design, illustration, photography and animation.
- Specialised in web/graphic design and illustration. However I still enjoy doing the other disciplines, particularly animation and photography

University of the Highlands & Islands, Inverness HNC Fine Art

Aug 04 - June 05

- Developed my portfolio for art school.
- Learnt art history, screen printing, oil painting, photography and textile design.

Edinburgh University

Architectural Design

Sep 03 - June 04

- Studied architectural theory, design and history.
- Created models and technical drawings for designs.
- Great experience working in teams and dealing with difficult design briefs.

Decided after completion of first year I wanted to pursue graphic and web design so left to do design degree at art school.

Millburn Academy, Inverness

Aug 97 - June 03

Advanced Higher:

Graphic Comm. B

Highers:

Art and Design A

Music A

English B

Physics B

Mathematics C

Module:

Photography PASS

FURTHER TRAINING

TRC Media, Glasgow

Gen Up Training Programme

Feb 11 - March 11

- Intensive training programme including a placement with BBC Scotland and Channel 4 in London.
- Learning about marketing and designing digital content. Also involved a week at Blonde Digital in Edinburgh.

BBC Scotland, Glasgow

Gen Up Training Programme

March 11

- During my time at BBC Scotland I spent some time with the graphics department learning about how they use After Effects and various other programmes to make graphics for television.
- Spent a lot of time with BBC Learning and coming up with feature ideas for the BBC Scotland home page, some of which may be getting commissioned in the near future.

Blonde Digital, Edinburgh

Gen Up Training Programme

March 11

- Developing creative solutions for the relaunch of Cutty Sark whisky.
- Transforming Lloyds TSB adverts for online.
- Helping out on an After Effects animation for Young Scot.

Channel 4, London

Gen Up Training Programme

March 11

- Meeting 4Creative and the marketing team. Seeing how they make their marketing material and learning how the ideas are generated.
- Developing ideas for promoting channel 4's programme 'Cookery School'.

Business Gateway, Aberdeen

Online Marketing day course

June 11

- Learning about online marketing via social media and SEO.

Business Gateway, Aberdeen

SEO day course

October 10

- Learning about search optimization techniques to improve a website's visibility online.

Business Gateway, Aberdeen

Marketing & Market Research day course

May 10

- Short course on marketing techniques and how to do market research.

EXHIBITIONS

Touched by Scotland, Oyne

Exhibitor

July 11 - Present

Exhibition planned for summer.

Lloyds TSB's Art of Nurture, Edinburgh

Regional Finalist

March 11

Regional finalist in Lloyds TSB's illustration competition.

I Heart Art, Aberdeen

Exhibitor

Feb 11 - July 11

Exhibition of my illustrations.

Tea Cosy 2010, Aberdeen

Exhibitor

Dec 10

One day art and crafts exhibition that I sold my work at, made a good profit and made new contacts.

Junction Art Gallery, Aberdeen

Exhibitor

Nov 10 - Jan 11

Winter exhibition at local art gallery.

Belmont Picturehouse, Aberdeen

Exhibitor

Nov 09 - Dec 09

Month long exhibition at the local art house cinema.

SPARE TIME

In my spare time I go to the gym, go swimming, socialise and listen to music. I play guitar and bass guitar and used to be in an orchestra so am a keen musician. I also do freelance illustration and earlier this year I made it into the regional finals for Lloyds TSB's competition 'Art of Nurture'.

Academic and character references available on request.