

PIGGLEDESIGN

design / layout / type setting

Catherine Murray  
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# Graphic Designer

Fast, efficient and creative

## Technical Proficiency

**Platforms:** Adobe CC 2015 and Microsoft

**Applications:** Indesign, Photoshop, Illustrator, Muse, MS Word and Excel, Basic HTML and Dreamweaver

## Design Proficiency

- « Book and Magazine layout design
- « Producing Ebooks (Epubs and Mobi)
- « Ad Design
- « Logo and Identity Design
- « Creating mock-ups and presentations
- « Managing design and artwork from brief to delivery.
- « Strong understanding and eye for design, layout and typesetting
- « Photo retouching and manipulation
- « Creating style sheets, master pages and libraries
- « Communication skills excellent on email or face to face
- « Managing a number of projects at the same time
- « Multi-tasking and prioritising work schedules in order to hit deadlines
- « Fast, efficient and confident in my ability
- « All aspects of production from presentation to print ready documents and pdfs.
- « Liaising with printers and clients
- « Art Directing Photoshoots
- « Redesign and refreshing old ideas
- « The need to learn and further my knowledge

## My highlights

- « Head designer on the SA Cricket Magazine and meeting most of the top players, going on photoshoots with the guys and working with their partners on the editorial side of things.
- « Designing a gorgeous Afternoon Tea book for the AA and art directing the food photoshoot.
- « Producing a beautiful range of upliftment books aimed at woman which consisted of a self help book, journals, diaries, work books and media imagery.
- « Creating a photo album and story for a couples 65th wedding anniversary. The story starts when they are young growing up during the war, and then intertwines when they meet, eventually creating the family they have now. This meant lots of trawling through old photographs and transcripts from the video interviews of the family members to create the story. It was such a special book to create.

## Experience

**Jan 2011 to present:**

**Freelance Graphic Designer**

For the last five years I have had a successful design business with a diverse clientel ranging from books, magazines, advertising, diaries and calendars, marketing material and brochures.

**Genres: Pharma, Bespoke Photo Albums, Self Help, Diaries, Novels, Children, Travel, Journals, Sports, Ebooks, Family Trees etc.**

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## 2006 to 2010

Head of Book Design at The AA, Book Publishing in Basingstoke UK

- « Layout design and typography from cover to cover on launch titles.
- « Updating the design and technical elements to create a fresh, modern look on older, outdated titles.
- « Creating files for foreign Co-Publishers using spot colour black/ fifth colour plate.
- « Converting books from Quark to Indesign.
- « Creating style sheets, master pages and libraries to ensure ease of use for editors and future designers.
- « Managing project work flows and freelancers.
- « Taking creative briefs from initial concept through to production within set deadlines (however tight)

## 2003 – 2006

Head of Magazine Design at Faversham House Group, B2B Publishing in London UK

- « Senior Magazine designer for 4 monthly B2B titles.
- « Creating new design, updating out dated design, creating supplements and artwork for exhibitions.

## 2003

Magazine Designer at Highbury WV in London UK

- Only worked here a few months when first arriving in the UK but in this short time I redesigned a collectors magazine as it was a shambles. This design was used for years afterwards.

## 2001 -2002

Magazine Designer at Highbury-Monarch Communications in South Africa

- Designed on a number of titles from liasing with editors, advertisers, image search and manipulation to print production.

## 1999 - 2001

Magazine Designer at New Holland Publishers and Strobe Communications in South Africa

- The Designer on the SA Cricket Magazine which featured many top players, liasing with editors, advertisers, photoshoots, image search and manipulation to print production.

## 1998 -1999

Freelance designer at DTP Design Studio in South Africa

- Designed adverts, menus, brochures, work sheets etc

## 1995 - 1998

Worked to enable studies in DTP and Dutch in the Netherlands

## 1992 - 1995

Department Head, Designer and artworker at Redwing Screen Printers in South Africa

## Education

- « Senior Certificate in textile design obtained at Frank Joubert Art School, Cape Town, SA
- « Desk Top Publishing Diploma at Grafisch Lyceum Utrecht, Netherlands
- « Adobe Indesign 201 at Academy Class, London
- « Epub and digital Publishing at Academy Class, London

## Award

- Chairman's Award for excellence at Faversham House Group