

# Ben Taylor

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Date of Birth

11th February 1983

Website

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## PROFILE //

For the past three years I have been working as a Graphic Designer for Penguin Books in London. Working for Penguin has given me the opportunity to develop not only as a graphic designer but has also allowed me to enhance my skills as a web developer. Through this role and with personal development I have had the chance to work on countless projects that I am extremely proud of - although I am constantly searching for new challenges to expand my knowledge and strive for perfection.

## SKILLS //

I am a highly motivated and enthusiastic individual with excellent communication and people skills. I am a confident person who has the ability to work well with others, either as a team or independently. I am able through my experiences to adapt to any environment, making an effective contribution to any work situation. I have a strong commitment to expand my knowledge through personal development and self-learning.

## AREA OF EXPERTISE //

Website Design, Website Development, Print, Concept Design, Marketing, Advertising, Typography, Photography, Illustration.

## SOFTWARE LITERACY //

Adobe Photoshop, Adobe Illustrator, Adobe Flash, Adobe Dreamweaver, Adobe Indesign, Macromedia Homesite, Microsoft Powerpoint, Microsoft Word and Microsoft Excel. Competent with both MAC's and PC's.

## LANGUAGE SKILLS //

English, Swedish written and spoken.

## EMPLOYMENT AND EXPERIENCE //

Graphic Designer

Penguin Books 2008 – Present

Working as a graphic designer for Penguin Books has really allowed me to break out of my shell and immerse myself in the world of design. The diversity of my position allows me to work across a broad range of digital media. From ad banners, widgets and flash banners to designing and building full scale websites for promotions, products and authors, to collaboratively working alongside the marketing team working on marketing campaigns and newsletters; and with the introduction of social media, running social media campaigns, competition and giveaways. With the constant workload and extremely tight deadlines I am

constantly juggling numerous tasks and priorities which enable me to challenge myself and continually discover innovative ways to implement my ideas and concepts not only as a designer but also as a web developer.

#### Graphic Designer

##### A4 Internet and the Website Shop 2007 - 2008

As a graphic designer my responsibilities were to use my artistic and creative ability to design eye catching and effective graphics for a range of different media. Job duties included designing promotional work and marketing brochures for products and services, developing distinctive logos for products and businesses, and creating website layouts for a wide range of clients. This position enabled me to work closely with clients when dealing with briefs both supporting and leading meetings with clients and colleagues enabling me to contribute effectively to the projects at hand. In this role I was able to communicate intelligently and confidently with clients and colleagues in order to lead them towards my vision of the project and the best way to execute the task at hand. I had to be responsive to customer needs, able to create new and original ideas, open to change and able to adjust to shifting priorities, meticulous, thorough and detailed, whilst being able to meet deadlines and juggle multiple priorities.

#### Care Assistant

##### Höganäs kommun 2005 - 2007

After graduating from Central St Martins I moved to Sweden with my long time Swedish partner to experience a European culture and to expand my horizons. I enrolled on a Swedish course and found work as a Care Assistant. In this role my responsibilities were to generally assist in the clients overall comfort and to meet the hygienic needs of the client. I acted as an escort for patients in respect of appointments outside of the establishment and took part in the organisation of social events and trips. I also helped patients in developing living skills as part of a multi-disciplinary team following individual patient care regimes. Other duties including the maintenance of all relevant documentation, checking and administering medication. Although the work was of a menial nature I found it to be personally rewarding and satisfying as through this work I sought to enhance the quality of life of the clients.

#### Graphic Designer/ Repro Assistant

##### Magellan Group Ltd 1999

This was an ideal opportunity for me to join the design industry. The role developed from basic tasks to personally assisting senior designers with leading projects. Main duties were brand development, devising advertising concepts, corporate and creative design, web projects and design solutions. I also gained valuable experience in typography, brand design and advertising.

#### EDUCATION //

2002 - 2005

Central St Martins College of Art & Design

BA (Hons) Graphic Design

Southampton Row

London

WC1B 4AP

Achievements: 1 of the 6, out of 300 people to be chosen to study abroad at the University of Technology Sydney (UTS). Sydney. Australia (1st Year).

2001 - 2002

Alton College  
Old Odiham Road  
Hampshire  
GU34 2LX

BTEC Art and Design Foundation Diploma

1999 - 2001

Alton College  
Old Odiham Road  
Hampshire  
GU34 2LX

A-Level Art and Photography

1994 - 1999

Robert Mays School  
West Street  
Odiham  
Hampshire  
RG29 1NA

GCSE's 1 A\*, 2 A's and 6 B's (including A\* in Art)

Achievements: Project Trident Gold Certificate. This entailed work experience with Magellan Group Ltd, community service and a personal challenge.

#### REFERENCES //

Please call me on [07863224637](tel:07863224637) or email me on [bdrTaylor@gmail.com](mailto:bdrTaylor@gmail.com) if you require references.

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