

DAVID HADDINGTON

Web & graphic designer

CONTACT

davidhaddington.co.uk

contact@davidhaddington.co.uk

07876 524388

linkedin.com/in/david-haddington

KEY SKILLS

- Highly experienced multi-disciplined web and graphic designer from an established integrated design agency and publishing studio background, with over 18 years of experience
 - Producing digital and print projects including front end web pages, logos, advertising, packaging, books, magazines and brochures
 - An authority in Adobe InDesign, Photoshop, Illustrator, Acrobat
 - Designing/developing websites using HTML5, CSS3, JavaScript, PHP
 - Implementing SEO
 - UX/UI design skills
 - Google Analytics
 - Integrating JavaScript Modules
 - Wordpress
 - Conceptualising and executing client briefs and providing consultancy design services
 - Creating illustrations
 - In-depth understanding of typography and layout
 - Attention to detail
 - Strong writing and English Language skills
 - Working as part of a team with designers, copywriters and other production personnel
 - Independent working
 - Reliable, efficient and good at working to tight deadlines
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QUALIFICATIONS

- **PHP Fundamentals**
January-August 2020
- **UX/UI Fundamentals Diploma**
January-August 2020
- **PGDip Web Specialist Diploma**
Pitman Training – Awarded July 2018
- **BA(Hons) Graphic Design**
Falmouth College of Arts (now University of Arts) – Awarded June 2001
- **BTEC Foundation Studies: Art & Design**
Braintree College – Awarded June 1998

EMPLOYMENT HISTORY

Graphic Designer, PDQ Media Ltd.

April 2019 – present

In my current role, I work on creating both print and digital solutions for our clients, who are mainly major educational publishers such as Oxford University Press, Pearson and Bloomsbury. My responsibilities include:

- Layout, typography and typesetting of print materials
- Sole authority on all-things web production for the company (answering queries on Google Analytics, website design and functionality, etc.)
- Consulting the managing director on digital design opportunities
- Designing and developing websites (including the company's own website)
- Liaising with production management and clients regarding workflow and problem solving
- Organising and processing editorial re-use for clients
- Photographic retouching and processing
- Handling of confidential secure typesetting
- Pre-press production and archiving

Art Editor, Aceville Publications Ltd,

August 2017 – April 2019

As Art Editor, I worked within a design studio that produced multiple print titles. I was mainly responsible for two learning sector titles: – *Teach Early Years* and *Nursery Business*. My duties included:

- Creation of page layout and typography while ensuring both are on-brand with the relevant titles
 - Creation of marketing materials, advertorials and promotional designs from briefs given by magazine advertisers/clients or in-house editorial teams (such as website, email, social media, advertising, logos, campaigns, flyers and posters)
 - Image retouching
 - Managing junior staff and leading production when necessary
 - Cover design
 - Data backup
 - Pre-press production: PDF production, pre-flighting and soft proofing
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Graphic Designer, Aceville Publications Ltd,

April 2016 – August 2017

In my role as Graphic Designer, I worked across multiple titles, including *Your Fitness, Health & Wellbeing, Soul & Spirit, Crafts Beautiful, Let's Knit, Healthy Diet, Natural Health* and *Grow Your Own*. My duties involved the creation of editorial layout and typography for Aceville's print titles, the creation of marketing and promotional materials for magazine clients, image retouching, data back-up and pre-press production

Art Editor, Haversham Publications Ltd,

May 2006 – April 2016

As Art Editor, I designed and produced six magazines that were among the UK's biggest hair and beauty titles – *Hair* and *Blackhair*. I also worked on *Hairstyles Only* (Europe's #1 selling hair title); *Hair Now*; *Perfect Hair and Nails* and *Tattoos Only*. My duties included:

- Creation of page layout and typography for print magazines
 - Processing and creation of advertising artwork as per briefs supplied by clients
 - Creation of promotional marketing materials such as logos, banners, posters, newsletters, flyers etc.
 - The creation of a website for the Freebournes Studio – a photographic studio owned by the same parent company
 - I was the in-house photographer shooting and styling product photoshoots for national women's lifestyle magazines *Hair* and *Blackhair*
 - Cover design
 - Barcode production
 - Production schedule management
 - Pre-press production: PDF production, pre-flighting and soft proofing
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Graphic Designer, Haversham Publications Ltd,

March 2002 – May 2006
