

# Natalie Tuckwell

## WHO AM I?

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An integrated digital and print designer, I have a mixture of creative and technical skills with a sound knowledge of the Adobe Creative Suite. I'm able to take a job from an idea or sketch, right through to completion with web and print-ready artwork.

I enjoy taking care over fine details and proof-reading, working across multiple projects and balancing priorities to produce high-quality work to tight deadlines.

## WHAT CAN I DO?

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- 15 years of commercial graphic & web design experience on Mac and PC, for a wide range of media, including adverts, branding, corporate house styles, DM, 3-D display, HTML emails, publishing, responsive landing pages and web banners.
- 10 years of HTML and CSS3 coding skills, with a good technical understanding of e-commerce, Google Analytics, SEO and social media.
- Specialised in building and designing emails to increase deliverability, accessibility, click-through and sales. I am developing my skills in responsive design.
- Beginner level video editing skills in Premiere Pro.
- Ability to envisage new concepts and design layouts for web and print.
- In-depth understanding of printing and finishing processes.
- Sharp typographical and copywriting skills with experience of multi-language documents.
- Confidently manage key stakeholder requirements and expectations.

## WHAT HAVE I DONE?

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### Visual Services Specialist

BCG Boston Consulting Group,  
London  
Oct 15 – current

Designing marketing, business proposals and reports, internal communications, web assets, HTML emails, and large-format event materials events using Adobe CC and MS Office. Creating microsites with embedded video and graphics using WordPress. Interpreting data into infographics and designing icons, working within a range of brands. Dealing directly with key clients, working in a small core team and liaising with freelancers, an offshore team and external print suppliers. My role included training new staff on custom-built PowerPoint tools. I have also been learning video editing using Adobe Premiere Pro.

### Design Consultant

Perfectly Possible Designs, London  
Sep 15 – ongoing (freelance)

Specialist PowerPoint design work, creating and editing bespoke branded templates, infographics and product leaflets to precise on-brand specifications. This is a niche company with a roster of high-profile clients where confidentiality and meeting deadlines is paramount.

### MultiMedia Designer

LexisNexis (Reed Elsevier Group),  
London  
Sep 11 – Sep 15

Working as part of a close team in a busy studio, for a worldwide online & offline publisher of law and tax data. Designing across digital and print channels on various marketing communications including: HTML emails, book covers, direct mailers, landing pages, social media assets, exhibition displays and web banners.

Providing onsite consultation, design and amends, with a business focus on successful email campaigns to drive traffic to our website for Google Analytics, SEO and leading to click-through sales. Creating accurate print-ready book artwork. Building good working relationships with the marketing and editorial teams. Creating either original designs or according to brand guidelines. Using Adobe CS (Dreamweaver, InDesign, Photoshop, Illustrator and Acrobat) on Macs.

### Senior Technical Specialist

Freshfields, Williams Lea, London  
Jan 06 – Sep 11

Working client-side for a top international law firm, in a demanding environment requiring a high level of professionalism. Creating web pages, HTML newsletters and invitations in Dreamweaver. Producing marketing and business pitch materials using Adobe CS within a strict brand, with unique concepts for off-brand projects.

Training our team of 14 colleagues in Dreamweaver/HTML emails. Advising on web accessibility and new digital developments. Liaising with and advising IT on our upgrade specs and ensuring smooth rollouts of software and new starters.

### Web/Print designer

EuroFinance Conferences, London  
Mar 05 – Oct 05 (temp contract)

Sole responsibility for updating EuroFinance's website content (500+ pages) daily. Making animated web banners, designing multi-language brochures and pullup banners, creating press-ready PDFs.

## QUALIFICATIONS

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Colchester Institute  
Sep 07 – Jan 08

Nottingham Trent University  
92 – 95

Northbrook College, Sussex  
90 – 92

Colchester Institute, Essex  
88 – 90

Secondary school  
83 – 88

## TRAINING & SOFTWARE

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London College of Printing  
Sep 99 – May 01

## PERSONAL INFO

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Location  
Contact

Languages  
Hobbies  
References

After school I studied fashion and theatre design, then worked as a freelance theatre designer for 2 years: designing sets, painting scenery and making costumes. The job market offered more opportunities for graphic designers, so I trained on DTP industry software.

My first graphic design job was at Middlesex University in 1999, a post which I enjoyed for 3 years and served as an excellent introduction to in-house design. Working closely with the marketing team and academics to create leaflets, overseas marketing materials, conference displays and providing technical design support to the professors.

**BA** **Graphic Design**, Year 2, two modules.  
Part-time study whilst still working full-time at Freshfields.

**BA Hons** **Theatre Design**, grade 2:1

**BTEC ND** **Theatre Design**

**BTEC ND** **Fashion Design**

**GCSEs** 8 at C and above including:  
Graphics A, Art B, English B, Maths C.

I regularly update my software skills. I've often trained in my own time and have excellent working knowledge of the following:

- Dreamweaver
- HTML: creating responsive websites
- Email for mobile devices
- CSS3
- InDesign
- Illustrator
- Photoshop
- Acrobat interactive forms and pre-flight
- PowerPoint
- Quark
- Word

I have also learnt and used:

- Adobe Captivate 5
- Excel
- Flash
- Premiere Pro: Video Editing
- Wordpress

**BPIF Introduction to printing technology** – Distinction  
Learning about a wide range of print processes.

I'm based in central London.

Basic written, reading and spoken Chinese (Mandarin/Putonghua) and Spanish.  
I enjoy going to music gigs, seeing art exhibitions and creative writing.  
Please ask me for details.