

Natalie Tuckwell



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WHO AM I?

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

I can confidently present projects to key stakeholders and organise small teams. I also have experience as a software trainer, in informal groups or for classes of up to 25 people.

WHAT CAN I DO?

- Design with 20+ years of commercial graphic and digital design experience on Mac and PC, for a wide range of media including: adverts, branding, corporate house styles, exhibition display, HTML emails, publishing, online and social media assets.
- Code with 15+ years of HTML and CSS3 coding skills, and teach these to colleagues.
- Build and design emails to increase deliverability, accessibility, click-through and sales.
- Create expert-level, robust PowerPoint templates which are user-friendly.
- Envisage new concepts/design layouts for web, print and video storyboards.
- Edit videos and animate with Premiere Pro and After Effects.
- Typeset with sharp typographical and copywriting skills, including multi-language documents, especially books in Chinese Mandarin.
- Work with fashion, textiles, events, music and theatre performances.
- Define personas for UX prototyping and user journeys.
- Communicate effectively with product teams, print and external service suppliers.
- Manage key stakeholder requirements, expectations and deadlines.
- Supervise freelancers and mentor design team members.
- Focus attention on fine details with proof-reading skills.

WHERE HAVE I WORKED?

Digital Designer

TES (formerly Times Educational Supplement)

www.tes.com

Software and recruitment for education
August 2017 – current, permanent role

A role with senior responsibilities, providing in-house design services to the marketing team for an international software education company. Interpreting design briefs, developing concepts and creating artwork for web, social, email, PPT, display, print and storyboard animations. Working closely with editors and marketeers, mentoring freelancers and junior members. Creating templates, style sheets and 'best practice' tips.

DESIGNER

AWA

www.awa.com

International IP Law firm
Oct 15 – Aug 19, freelance work

Freelance work for an international Intellectual Property law company. Establishing a fresh look from an existing brand and working on branding for their merger. Creating templates and formatting CVs, marketing brochures and animated online MPU ads. Adapting stock photography and graphics for their new website. Working directly with their editor in the US, meeting deadlines across US, European and Asian timezones.

DESIGNER

Point 6 Design Consultants

www.point6.co.uk

Boutique design agency
Nov 16 – May 17, freelance contract

In a design agency creating web, print and presentation materials for Philips Lighting, Entertainment and Healthcare sectors. Working as part of a close team adhering to Philips' brand guidelines. Producing an animation video, web design pages, HTML emails, brochures and PPT pitches. Building a good rapport with clients in Europe and the US.

VISUAL SERVICES SPECIALIST

BCG Boston Consulting Group

www.bcg.com

International management consultants
Oct 15 – Oct 16, permanent role

Designing marketing, pitches and reports, internal comms, web assets, HTML emails, and large-format event materials. Creating microsites with embedded video and graphics using WordPress. Interpreting data into infographics. Dealing directly with key clients, liaising with freelancers, an offshore team and external print suppliers. Training new consultants on custom-built PowerPoint. Learning video editing (Adobe Premiere Pro).

MULTIMEDIA DESIGNER

LexisNexis (Reed Elsevier Group)

www.lexisnexis.co.uk

International legal and tax publisher
Sep 11 – Sep 15, permanent role

Designing across digital, print and social media channels for a worldwide online and printed publisher of law and tax data. Providing onsite consultation and design, with a business focus on successful email campaigns to drive traffic to our website for Google Analytics, with SEO leading to click-through sales. Creating accurate print-ready book cover artwork with either original designs or according to brand guidelines.

DESIGN CONSULTANT

Perfectly Possible Designs

Independent PPT agency
Sep 15 – freelance contract

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

PREVIOUS ROLES INCLUDE:

SENIOR TECHNICAL SPECIALIST Freshfields Bruckhaus Deringer, International law firm, via Williams Lea, 2006 – 2011

WEB/PRINT DESIGNER EuroFinance Conferences, 2005

PRINT DESIGNER Lavenham Press, Independent printing company, 2004 – 2005

MULTIMEDIA DESIGNER Middlesex University, 1999 – 2002

WHAT HAVE I STUDIED?

BA Graphic Design

I studied Year 2 via part-time study whilst still working full-time.

BPIF Introduction to print technology
Distinction

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.

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.

Colchester Institute

Sep 07 – Jan 08

London College of Printing

Sep 99 – May 01

Nottingham Trent University

92 – 95

Northbrook College, Sussex

90 – 92

Colchester Institute, Essex

88 – 90

Secondary school

83 – 88

TRAINING & SOFTWARE

I regularly update my software skills. I've often trained in my own evenings/weekends/annual leave, and I have excellent working knowledge of the following:

- Acrobat interactive forms and pre-flight
- CSS3
- Dreamweaver
- Email for mobile devices
- HTML emails and responsive websites
- Illustrator
- InDesign
- Photoshop
- PowerPoint
- Quark
- Sketch
- Word
- UX design with General Assembly (2021)

I've also worked with:

- Adobe Captivate 5
- After Effects
- Excel
- Figma
- Flash
- Premiere Pro Video Editing
- Wordpress

PERSONAL INFO

Location
Visa status
Contact

Languages
Hobbies

I'm based in central London, able to travel in the UK and internationally for work. British citizen and passport holder.

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Basic written, reading and spoken Simplified Chinese (Mandarin) and Spanish. I enjoy going to music gigs, creative writing and watching Chinese dramas as the easiest part of my Mandarin studies – the rest takes more effort!