

# NATALIE TUCKWELL

## WHO AM I?

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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 job from an idea or sketch into many mediums, right through to completion with web and print-ready artwork. I can confidently deal with key stakeholders to manage projects. I also have experience as a software trainer, either 1-2-1 or in groups of 20+ people. I enjoy taking care over fine details and proof-reading, working across multiple projects and balancing priorities to produce high-quality work within tight deadlines.

## WHAT CAN I DO?

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- 20 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 social media.
- 15 years of HTML and CSS3 coding skills, with a good technical understanding of e-commerce, Google Analytics, SEO, UX and designing for accessibility.
- Specialised in building and designing emails to increase deliverability and click-through to sales. Knowledge of responsive design and a mobile-first approach.
- Basic level animation with After Effects and video editing skills in Premiere Pro.
- Ability to sketch new concepts, animation storyboards and layouts for web and print.
- In-depth understanding of printing and finishing processes.
- Sharp typographical attention to detail and copywriting skills, with experience of typesetting multi-language documents, especially books in Mandarin Chinese.
- Confidently manages pressure, client requirements and expectations.

## WHAT HAVE I DONE?

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### DESIGNER

TES

[education recruitment, software and resources]

[www.tes.com](http://www.tes.com)

August 2017 – current, permanent role

Providing in-house design services to the marketing team for an international education company. Interpreting design briefs, developing concepts and creating artwork for web, social, email, display, print and storyboard animations. Working closely with marketers and copywriters to suggest creative solutions whilst keeping within our brand identity. Taking the initiative to create and manage templates, style sheets and creative assets in an organised system. Working in a small team and mentoring freelancers and junior members.

### DESIGNER

AWA

[www.awa.com](http://www.awa.com)

Oct 15 – Aug 19, freelance work

Freelance work for an international IP 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 with their editor in the US.

### DESIGNER

Point 6 Design Consultants

[www.point6.co.uk](http://www.point6.co.uk)

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](http://www.bcg.com)

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. My role included training new staff on custom-built PowerPoint. I was also learning video editing using Adobe Premiere Pro.

### DESIGN CONSULTANT

Perfectly Possible Designs

[LinkedIn profile](#)

Sep 15 – ongoing 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.

### MULTIMEDIA DESIGNER

LexisNexis (Reed Elsevier Group)

[www.lexisnexis.co.uk](http://www.lexisnexis.co.uk)

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, SEO and leading to click-through sales. Creating accurate print-ready book artwork with either original designs or according to brand guidelines.

## PREVIOUS ROLES INCLUDE:

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**SENIOR TECHNICAL SPECIALIST** Freshfields, Williams Lea, 2006 – 2011

**WEB/PRINT DESIGNER** EuroFinance Conferences, 2005

**PRINT DESIGNER** Lavenham Press, 2004 – 2005

**MULTIMEDIA DESIGNER** Middlesex University, 1999 – 2002

## 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

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.

**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.

## TRAINING & SOFTWARE

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

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

I've also learnt and used:

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

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

London College of Printing

Sep 99 – May 01

## PERSONAL INFO

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Location

Contact

Languages

Hobbies

References

I'm based in central London.

Native English speaker. Basic written, reading and spoken Chinese (Mandarin) and Spanish.

I enjoy going to music gigs, seeing art exhibitions and writing poetry.

Please ask me for details.