

A talented and versatile Graphic Designer with a highly professional attitude and diverse skill set. I am flexible and adaptable with a creative flair and sharp attention to detail. Accomplished in many areas of design including brand identity, digital artwork and web design.

Achievements

- Designed artwork for a commemorative badge to celebrate the centenary of Sea Scouting which exceeded initial sales estimations of 3,000, selling in excess of 11,000 units.
- Created a brand identity for a start up estate agent business, enabling them to firmly establish themselves in a highly competitive environment.
- Contributed to making the 2010 Scout National Sailing Regatta the most well attended in recent years by producing a HTML email to promote the event and welcome brochure for competitors. These contributed to raising attendance numbers from the previous year average by over 300%.
- Assisted fill the shortfall of patient transport ambulance technicians by creating a collection of flash banners for a recruitment campaign which ran on the Metro website.

Employment History

Publications and Web Administrator, St John Ambulance, London (Prince of Wales's) District

May 2006 – Present

- Applied the organisation's updated corporate identity across London, developing brand image in line with district and national strategies.
- Successfully assisted departments on a wide variety of key projects including producing visuals for updating building livery, multimedia presentations with supporting brochures for successful NHS service contract bids and promotional media for a member retention drive to coincide with the build up to the 2012 Olympic games.
- Introduced a bespoke design service and helped to ensure brand consistency within the district by offering a compliance advice and launching a template download centre for internal departments and volunteer units.
- Planned, compiled and produced London's representation on the organisation's public facing website, continuing to act as the district's web content editor.
- Spearheaded the highly successful re-design of the Fellowship's national quarterly newsletter.
- Attended a number of high profile public events as a photographer gathering pictures for use in future publicity material and internal newsletter coverage.
- Initiated performance improvement in key areas: design, product quality and time-scales by introducing new software, equipment and procedures.
- Undertook a project to replace ageing printing facilities and source alternative stationery suppliers, creating substantial savings as a result.
- Ensured all agreed deadlines were met, this required excellent time management and personal organisational skills.

Freelance design for web and print

2004 - Present

Jeff Adcock Associates

2004 - 2009

- Updated existing logo producing artwork for newsletters, presentations and stationery.

Ssalcedo Property Services

2007 - 2008

- Designed a logo and brand identity which was applied to business stationery, advertising boards and a Flash based website.

Valley Floors

2009 - ongoing

- Created a small promotional website and updated the existing company logo. Produced artwork for promotional posters, leaflets and point of sale displays.

A number of examples of my freelance projects can be found on my portfolio website: www.dancurrey.co.uk

Sales Assistant to Deputy Manager, TM Retail - McColls

June 2001 – May 2006

Sales Assistant, Iceland.co.uk

December 2000 – June 2001

Skills Summary

- Excellent computer skills, experienced in the use of many design applications including Photoshop, Illustrator, Flash, Quark Xpress and Dreamweaver. Good working knowledge of Microsoft Office applications, html, and CSS.
- Strong interpersonal and communication skills with an ability to interface well with Clients, suppliers and colleagues.
- Effective working under own initiative or within strictly defined parameters.
- Able to quickly master new concepts, skills and engaging innovatively in problem solving.
- An ability to lead and motivate others.
- Keen to use initiative with new ideas.

Qualifications and training

- HND Graphic Design, 2004
- AVCE Advanced Art & Design, 2002
- A Level photography, 2002
- GNVQ Intermediate Art and Design, 2000
- Recent software proficiency courses: Indesign, Dreamweaver, Excel, Access, Word
- St John Ambulance First aid at work and Fire marshal
- Full UK driving licence

Interests

- Power boating, Kayaking, Sailing, Photography, Music, Football, Swimming and Golf. I am also a keen motorcyclist and build my own computer systems.
- For a number of years I have been leader within the Scout association, heavily involved in running groups in North London and South Shields. I have completed the associations leadership-training program and gained internationally recognised Kayaking and Power boating qualifications.

References available upon request.