




CREATIVE ARTWORKER ROSS CAFFELL

ABOUT ME

A keen runner having completed both Berlin and London Marathons, a certified Open Water Diver (PADI) and an avid football fan! I enjoy spending time with my family, exploring the countryside on my bike, and a good wine! I also love to cook.

AWARDS

 DMA Award 2013 Gold Winner; Best use of Door Drop
DMA Award 2014 Bronze Winner; Best use of Door Drop

INTERESTS

Running, Cycling, Football, Scuba Diving

EDUCATION

HND in Graphic Design
1994 - Norfolk Institute
of Art & Design

National Diploma in Graphic Design
1992 - Ware College

1st Diploma in Art & Design
1990 - Ware College

7 GCSEs: (Art, Graphics, English, Maths,
Geography, History, Biology)
1989 - St Mary's Catholic School, Bishop's Stortford

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WORK EXPERIENCE (PRESENT - FREELANCE CREATIVE ARTWORKER)

I have a high level of attention to detail and over 20 years experience, producing a wide variety artworks. As a valued creative, I contribute to creative visual concepts and develop overall layout and product design. I have a passion for delivering great work.

Key Strengths

♦ Eye for design, excellent attention to detail and layout ♦ Excellent client service skills and team leader with strong communication skills ♦ Personal drive for innovative solutions ♦ Prioritise workloads, work quickly to tight deadlines and under pressure ♦ Enthusiastic and proactive ♦ Strong understanding of print techniques and production (traditional and digital) ♦ Strong understanding of resolutions and photo retouch ♦ Highly proficient in Adobe CC Suite, InDesign, Photoshop, Illustrator and MS Powerpoint.

Key Responsibilities

♦ Production of artwork ♦ Taking concepts and making them a reality whilst retaining integrity of the idea ♦ Generating digital assets for development ♦ Communicating with printers / suppliers and managing print and delivery of project ♦ Ensuring procedures are followed to ensure smooth running of projects.

WUNDERMAN THOMPSON HEALTH – APRIL 2018 - SEPTEMBER 2020 (SENIOR CREATIVE ARTWORKER)

Here, I ensured creative ideas were executed to the highest standard and enforced quality control between design and production. I worked proactively with the Executive Creative Director, Head of Art, Art Directors, Designers and Animators to accurately develop scamps and ideas into finished layouts. I also worked with Medical and Creative Writers to implement copy changes, revisions and ensure brand guidelines and the ABPI code were followed.

FREELANCE CREATIVE ARTWORKER – NOVEMBER 2015 - MARCH 2018

Learning new skills and experiencing different ways of how agencies work, here are some of the agencies and clients I have previously worked for: Hogarth Worldwide Marketing London, Wunderman Thompson Health, GHG London, DreamWorks Animation, Saatchi & Saatchi Healthcare, Oliver Agency, Clinic London, Marks & Spencer, Proximity Ltd, SGK, TMW Unlimited, Burton Menswear London.

RESULT MARKETING – MARCH 2002 - OCTOBER 2015 (SENIOR CREATIVE ARTWORKER)

Marketing Communications Agency, London - Clients: Morrisons, Go Outdoors, McColls, Argos, Bathstore, Comet, House of Fraser, Woolworths, Focus, Tradex, Powerhouse.

♦ Account handler/Senior Creative Artworker. Day-to-day client contact with various clients and printers
♦ Collateral includes production and artwork of various publications from brochures, leaflets, magazines, in-store, promotional campaigns, digital banners, POS, door drop mailers, press ads and home catalogues.

January 2001 - February 2002: Office Team Europe, (London) - Senior Artworker (Various print materials)

November 1999 - December 2000: Dudley UK, (Bow, London) - Artworker (Catalogues/leaflets/POS)

April 1995 - October 1999: Spicers, (Cambridge) - Artworker - (Production of yearly stationery catalogue)



HOUSE OF FRASER

