



# Alan Rimmer

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I'm a dedicated and passionate graphic designer, typographer and a nice bloke. I have nearly twenty five year's experience in the design industry. I have a comprehensive knowledge of design including ATL, BTL, branding & CI, point-of-sale & retail and digital. I'm happy to work on my own or within a team and can do everything from creating concepts through to producing final print-ready artwork. I'm experienced in communicating with and presenting to clients. I also design my own typefaces and design and sell my own print products online.

## Excellent knowledge

InDesign

Photoshop

Illustrator

Fontographer/Fontlab

Mac OS

## Also know a bit

Dreamweaver, Flash, HTML,

Microsoft Office, Acrobat

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## Experience

August 2016 - March 2022

### Fatchair Ltd

During this period, I was on the Unilever internal graphic design roster as a freelancer. The role involved anything from creating concepts for key visuals to art-working POS items. This included designing packaging concepts, web banners for online grocery sites, supermarket experiential stands and magazine adverts for both consumers and B2B. I worked on materials for some of the world's biggest brands including Dove, Persil, Hellmann's, Simple, Lynx and Knorr.

July 2013 - July 2016

### Saatchi Masius

Saatchi Masius was part of the Saatchi & Saatchi group, based at their London headquarters.

As a senior studio designer, my role involved working on a large range of projects for clients such as Heathrow Airport, Fidelity, Saab, Strutt & Parker, City Index, Pimco and Edwardian Hotels London. The projects ranged from working with creative teams to produce national and international press campaigns and outdoor ATL campaigns to creating brochures, postcards, leaflets and various other materials for events and direct mail.

April 2012 - July 2013

### Fatchair Ltd

Freelance design. I worked on a variety of clients and brands including Saatchi Masius, GVA, Sky Television, Havas Life Medicom, WRG Creative Communications and Creo UK.

May 2008 - April 2012

### Cheil Worldwide

Cheil Worldwide is one of the top 20 agencies in the world. In the UK, their chief client is electronics giant Samsung.

My role as a senior designer involved everything from working with art directors and copywriters to produce national press and outdoor campaigns to producing large 100 page product range brochures from initial concept through to artwork. I managed junior designers and freelancers on a daily basis and also acted as 'brand guardian' to ensure that Samsung's brand guidelines were adhered to on all creative output.

Sept 2004 - Apr 2008

## Freelancing

I was a freelance graphic designer for over 3 years and worked for various clients including McCann-Erickson, The Gate Worldwide, CHJM and Team Saatchi and worked on blue-chip brands including Virgin Atlantic, Aviva, Legal & General, The Carbon Trust and The Natural History Museum. I also returned to HLS for six weeks to work on the implementation of the second phase of 'cobas' guidelines.

Apr 2004 - Aug 2004

## Henrion, Ludlow & Schmidt

I worked on a short-term contract at HLS, a London agency specialising in corporate branding. I produced the online brand guidelines for 'cobas', a brand of Roche Diagnostics as well as producing concepts for Deutsche Telekom and ideas for a rebranding pitch for Dresdner Bank.

Nov 2003 - Mar 2004

During this period, whilst looking for a permanent position, I expanded my type foundry and my typefaces are now also available via Agfa/Monotype at [www.fonts.com](http://www.fonts.com). I also took an Open University course to learn Spanish.

Oct 2002 - Nov 2003

## 'B' Group Ltd

I worked as sole Graphic Designer for a start-up marketing/design company producing brand solutions, product launches, catalogues, brochures and other marketing materials for clients including Intelligent Finance and The British Red Cross. I set up the design department from scratch and instigated working practices for it. I also administered the design process from receiving briefs to final delivery to the client and sourced printers and other suppliers for the company.

Jan 2001 - Oct 2002

Whilst looking for a permanent position, I worked as a freelance designer and gained experience in point-of-sale and brand implementation for clients including Coca-Cola and The Tussaud's Group. I also set up a type foundry and sold my typefaces online at [myfonts.com](http://myfonts.com).

May 1997 - Dec 2001

## Elfande Ltd

Elfande was the publisher of the 'Contact' books, the leading creative resource directories in the country. The company had a reputation for producing exceptionally high quality art books and had produced a comprehensive network of web sites covering many different services, particularly for the creative market.

I produced layouts for the Contact Books and also produced advertising media for the company. Due to the nature of the books, I liaised with photographers and illustrators on a day-to-day basis.

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## Qualifications

BA(Hons) Art, Design and Media (Typographic Design): University of Portsmouth (1996)

BTEC in General Art & Design: Reigate School of Art & Design (1993)

7 GCSEs

## Personal info

Driving License: Full, clean

References available on request