

## Contact

jcallaghano1@outlook.com  
07947559979

## Portfolio

www.jimcallaghan.co.uk

Available for immediate start  
Home: South Queensferry

# Jim Callaghan

# Graphic Designer

## Specific Skills

### Print

- Brand identity design
- Brochures and catalogues
- Sales literature
- Leaflets and flyers
- Stationery and business cards
- Newsletters
- Folders and ring binders
- Exhibition stands
- Advertisements

### Online and digital

- Website design
- Website updating on CMS
- Writing website content
- HTML and CSS
- Email campaigns
- Social media posts
- Web banners
- Web ads
- Animated Gifs

### Photography, video & illustration

- Location photography
- Photo retouching
- Video shoots on location editing and storyboarding
- Time lapse video editing
- Illustration in different styles for advertisements, brands and magazine covers

### Copywriting

My previous roles have included a variety of copywriting duties when required for cases studies, adverts, websites, email campaigns and social media posts. I have examples I can supply or show at an interview stage if this is a relevant skill for the role.

### Education

BA in Art & Design  
Edinburgh College of Art

## Professional Profile

Very talented and highly experienced Graphic Designer in both agency and in-house roles aiming to resume an in-house role similar to my most recent full-time position.

Expert level in design software especially Illustrator, InDesign and Photoshop. Created successful company brands and applied them in graphic design work across all mediums including print of all shapes and sizes, websites, email campaigns, signage, livery, social media and exhibition displays. End to end understanding of design process from the marketing brief and creative concept through to final production in many different forms. I have an amiable disposition and I am a good positive presence in a work place.

## Work Experience

### Graphic Designer & Marketing Coordinator (In-house)

Capital Cooling - Commercial Refrigeration Supplier - Livingston

**November 2019 - February 2022**

I was recruited by Capital Cooling because of my extensive experience and broad skill range as they needed someone to create and manage the complete redesign of all the company marketing communications across all mediums in a period of 3 to 6 months and then to be managed and rolled out thereafter. The restyling involved further development of their existing brand, the design and print of the company price list catalogue, as well as Mailchimp email campaigns, vehicle livery, social media posts on LinkedIn and Twitter, interior decor design for their showroom, signage, stationery, product manuals, exhibition stands, advertising and brands for new products and ranges.

*Over a period of two years I took on three temporary in-house roles while looking for my ideal permanent role. These added even more skills to my already extensive set. In each of these cases I was brought on board because I had the experience to hit the ground running and deliver results and form good productive relationships with little initiation.*

### Graphic Designer (7 month temporary contract)

Brown, Son and Ferguson – Nautical Publishers - Glasgow

**October 2019 - May 2020**

Typesetting content and drawing illustrations and diagrams for book publications. On this occasion I was employed to use my specific knowledge of typesetting large scale publications and creating accurate diagrammatic information as opposed to more usually employed in short term contracts to oversee graphic design over a broad gamut of mediums.

With the existing team I devised a whole new set of typographic style rules for all future publications. This styling involved every aspect of the publications structure including the type styles, sizing, rules for foot notes, captions, headings, subheadings, bullet lists, numbered lists ensuring full legibility.

## Other Experience

### **Production - all Mediums**

Ordered and organised all kinds of print matter liaising with printers, exhibition material from colour output specialists, websites with coders and social media accounts (Facebook, Twitter, Pinterest, Instagram and LinkedIn). Also worked with Mailchimp to create email campaigns for different customer target groups.

### **Marketing**

In both agency and client side, I have contributed in meetings to develop and understand marketing strategies and interpret into briefs for creative design work.

### **HTML code and CSS**

Very good understanding of HTML code and CSS having built websites using HTML editors for several years.

### **WordPress and website content management systems**

Experienced in using WordPress and content management systems for bespoke websites. Briefed programmers to create functioning websites in WordPress and other platforms from visual designs. Search engine optimisation: Good knowledge of creating meaningful and effective search content for search engines including Google.

## Personal Interests

Read all kinds of non-fiction and classic sci-fi short story authors. I enjoy back garden astronomy with my telescope, cycling and hill-walking - all weather permitting. I also like to dabble on acoustic and electric guitar.

## Work Experience (continued)

JC

### **Graphic Designer** (4 month temporary contract)

#### **Bushwear - Outdoor Activities Clothing & Accessories**

*June 2019 to September 2019*

My main task was to produce their 164 page product catalogue for 2020 range but also involved designing a set of new product logos, email campaigns and social media posts to accompany it. I was hired due to my substantial experience of print, InDesign and Photoshop. They needed someone who could come in and immediately deliver all the various items in the different mediums including their large printed product catalogue.

### **Graphic Designer & Marketing Coordinator** (3 month temporary contract)

#### **Henbury - Fashionable white label clothing - Livingston**

*January 2019 to March 2019*

This contract was typical of other short term positions in that they required someone of experience to cold start, take the brief and work comfortably in all mediums.

In my time with Henbury I developed a new 'Henbury Brands' umbrella brand identity for all nine of the existing brands. From that I created a full company brochure under the new brand featuring all the sub brands. I also designed brochures, 'eblasts', social media posts, mailers, adverts and exhibition banners for all of the different Henbury brands according to their different brand guides.

### **Graphic Designer & Marketing Assistant (In-house)**

#### **Russell Play - Playground Design and Outdoor Play Equipment - Newbridge**

*April 2014 to November 2018*

Developed new company brand style in collaboration with Marketing Manager. Successfully applied the brand consistently and effectively across all mediums including print, website, email campaigns, exhibitions, social media and advertising. Responsible for all aspects of production of design work for print, exhibition stands, social media and email campaigns.

Promoted company through Mailchimp email campaigns. Researched, compiled and wrote copy for various marketing pieces including play area case studies for website landing pages and email campaigns. Advised management on marketing strategies to produce design work with clear objectives for different customer groups.

*My position was made redundant in November 2018 when Russell Play had to cut anything outwith their essential core service due to the ongoing background of political uncertainty of that time.*

### **Graphic Designer (Agency side)**

#### **Evolution Design - Graphic Design Consultancy - Edinburgh**

*February 1996 to April 2014*

In my time with Evolution I gained many years of experience in designing for many different sized companies in a wide variety of different industry sectors for a whole array of products and services.

I formulated design briefs with clients by discussing and understanding their marketing aims and objectives. In turn I created successful and highly effective design concepts pertinent to brief and presented back to clients for feedback and approval. An intrinsic part of my role was also to organise production in all mediums including print, exhibition stands, websites, signage, vehicle livery and business stationery.

Working with Evolution gave me a good understanding of marketing and the effectiveness of design in that process. Although I have no formal training in marketing per se my experience at Evolution gave me a good hands on education in its principles which ultimately made for more effective and creative design solutions.