

# TOM PETTY. GRAPHIC DESIGNER.

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## Education

### FdA Graphic Communication

Brighton University in partnership with  
Hastings College of Arts  
2008 - Present

### A - Level

Business Studies B  
Graphic Design C

### GCSE

9 grades A\* - C  
Inc. English / Maths / Science

## Employment

### Freelance Graphic Design (2006 - Present)

I have worked on a variety of projects that have contained elements I take an active interest in. These include identities, stationery, CD artwork and clothing. I have experience in dealing with clients and printers and enjoy the challenge of responding to live briefs in a creative way, developing and presenting multiple concepts for approval and delivering final, print-ready designs.

Clients include:

Hassle Records  
Sussex Coast College Hastings  
Macmillan Cancer Support  
North Lincolnshire Council

### DSG International / Currys - Sales Advisor (2007 - 2009)

I was required to have in-depth knowledge of the entire product range, excellent customer service and telephone skills and be able to consistently hit individual and team targets in a high pressure sales environment.

## Software Skills

Photoshop / Illustrator / InDesign CS4 (Mac and Windows)  
HTML / CSS (some experience)

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## Design Skills

I have a good understanding of grid layout systems as well as a sound knowledge of the inherent differences and limitations when designing for the web as opposed to print.

I possess excellent skills in navigational design, colour selection and typography.

I enjoy working with others during the creative process, as well as all further aspects of seeing a project through from conception to completion. Equally I am fully capable and comfortable working independently when faced with a brief or task.

## Personal

Member of:

D&AD  
YCN

Work featured on:

www.bitique.co.uk  
www.ffffound.com  
www.underconsideration.com

I am ambitious and highly motivated with a strong passion for creative, functional design and really believe that good ideas will always form the basis of excellent work.

I have a keen interest in writing, producing and performing music. This interest has given me the opportunity to tour the UK with major US acts as a member of a band, as well as recording a CD of original material that was officially released in the UK and Japan.

Alongside my musical work I have always had a real passion for dinghy sailing and racing. Inspired by this, I was the youngest person in the south-east to become a fully-qualified instructor, teaching adults and children to sail, whilst personally competing at a national level in events around the country.