



Contact:

m: 00356 7957 2188 e: gedrodger@icloud.com w: gedrodger.wixsite.com/gedrodgerdesign

I am a highly motivated and experienced creative designer, professional and responsible, with a wealth of commercial experience in producing high quality and relevant design to meet challenging delivery deadlines.



Profile:

Currently employed as a freelance designer based in Kerċem, Gozo, I am fully responsible for all the design and production for a large and varied number of clients throughout Gozo and Malta, along with a number of international brands and businesses.

With a strong eye for design, I am a highly skilled, professional, responsible, motivated and experienced creative designer, artworker, illustrator, image manipulator and web designer with a wealth of commercial experience in producing relevant and engaging design to meet challenging delivery deadlines for a large number of different business models. I take huge pride in my work, am meticulous, organised, efficient and thorough, paying my utmost attention to detail throughout the design process, either working solo or as a team member.

I have extensive experience in all aspects of design for print and web design using the full functionality of each application to best effect, with a proven track record of producing relevant engaging work for a large customer base.

Experienced in Adobe Creative Suite, Affinity Designer/ Photo and Microsoft apps running on either Mac or PC platforms, I am totally adept and dependable, working across the complete gamut from single sided flyers through to complex multiple page documents, along with labelling and similar potentially complex jobs that often require special colours, foils & embossing, cutter guides, etc.

Experienced in working with above and below -the-line, B2B and B2C on: branding, brochures, business cards, catalogues, corporate literature, DM, exhibition stand dressing, flyers, folders, FMCG, in-house magazines, labelling, large format, leaflets, menus, monthly retail magazines, newsletters, packaging, POS, posters, retail, signage, stationery and website builds.



Design:

Create relevant and engaging design that not only works, but most importantly carries out it's purpose effectively, with a strong eye for detail and typographical accuracy.



Illustration:

Experienced in producing high quality vector imagery for all forms of use, including: charts, dynamic diagrams, elevations, floor plans, font cutting, graphical illustrations, graphs, logos and technical documentation.



Photo manipulation:

Creating, compositing, manipulating, retouching and adjusting of imagery. Experienced in colour correction/ alteration, removal/moving of image elements, image enhancements, layering to create 'cut-outs', addition/ removal/replacement of elements, resolution, colour mode, clipping paths, layer masks and other treatments.

Ged Rodger





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Experience:

2016 – Date: Self employed creative designer: Gozo. Currently working with a number of companies across the islands of Gozo and Malta, responsible for all design, artwork, print management along with occasional website builds. Companies range from small independent local traders through to larger international businesses.

2015 – 2016: Creative designer: JDB Digital, Gozo. Working with numerous companies across the islands of Gozo and Malta, responsible for all design and artwork for a large number of businesses. All work subsequently printed internally on our Indigo or Heidelberg presses.

2012 – 2015: Freelance creative designer: Bristol. Working with a large and varied customer base, including: BBC, Boots, Castrol, Gaymers, IFAW, Lloyds Bank, RBS, Unilever, Warner Brothers, Wessex Water.

2011 – 2012: Freelance creative designer: Carmarthen.

2008 – 2011: Freelance creative designer: Bristol.

2007 – 2008: Creative artworker: Marketecture, Manchester. Permanent staff member with one of the North West's largest b2b agencies.



Education:

North West Regional Certificate in Advertising Design.

'A' level: Print Design.

'O' levels: Technical Illustration, Woodwork, Geography, French, English Language, Physics, Maths.



Referees:

Steve Williamson
(Managing Director at TwentySix01 Ltd.)
e: steve@twentysix01.co.uk

2001 – 2007: Freelance creative artworker: various agencies in Greater Manchester, including: BDHTBWA, The Chase, Madhouse, Orchard, PDP. Accounts: Britannia Building Society, Camel, Coca-Cola, Disney, Henkel, John West, Littlewoods, MBNA Bank, Nescafé, Nestlé, Nissan UK, Premier Lodge, UCI Cinemas.

1997 – 2001: Senior artworker: Anderson Baillie Marketing, Lymm, Cheshire. Accounts: J. D. Edwards, SAP, Securicor.

1989 – 1997: Senior artworker: PDP, Stockport, Cheshire. Accounts: Bacardi, Carlsberg-Tetley Brewers, De-Vere Hotels, Firkin Pubs, Imperial Tobacco, Isostar, Meat and Livestock Commission, Porterhouse Restaurants, Scotch Quality Beef and Lamb Association, Tetley Walker.

1985 – 1989: Co-Director/designer/artworker: Red Line Design, Sale Cheshire. Accounts: Moto-Guzzi UK, Motorcycle International.

1980 – 1985: Junior artworker: Face Photosetting, Manchester. Accounts: Cussons, Factory Records, ICI, Kelloggs, Royal Doulton, The Wellcome Trust.

Swansea University CELTA.
(Certificated English Language Teacher to Adults.)

Warrington Collegiate Diploma in Spanish.

Open University Diploma in German.

Andrew Portelli
(Marketing and sales manager.)
m: 00356 9947 1704

