

# JOHN HURLEY CV

A **passionate** individual with over **25** years of design and production experience.

*“my greatest asset is the creativity, reliability & delivery of my work...”*

## //SKILLS STATEMENT

Working as a part of a team or using my own initiative I have excellent problem solving skills with great technical ability combined with a thorough knowledge of applications and delivery on-time and within budget.

I can manage a project from initial concept through visualisation of ideas to design development and then use my experienced knowledge of pre-press and digital production to produce the final artwork for print or online media.

I have a proven background of 15 years freelance working with branding point-of-sale and retail, packaging, advertising, brochures, flyers and direct mail, producing style-sheeted templates and efficient workflows. I am also proficient in high end retouching and manipulation of images, artwork generation and an eye for detail and finally a good sense of humour :)

## //MOST RECENT EMPLOYMENT

### **WrightObara**

December 2014 - March 2017

### **BBC Worldwide**

November 2015 - March 2016

### **Creative Bridge**

August 2015

### **Supreme Creative**

June - July 2015

### **Oculus Design**

May 2015

### **Fox Collective**

January 2014 - November 2015

### **The Brand Union**

November 2013 - December 2013

### **Bulletproof**

October 2013 - November 2013

### **FutureBrand London**

24th September 2012 - 27th September 2013

### **Design Director**

Having worked non-stop for FutureBrand for 18 months as a freelancer, I took the plunge back into the realm of a full time position, being as an opportunity had arisen within their ranks.

As Design Director I was working on some very prestigious clients: London 2012 Olympics, Ladbrokes, US Army, Xstrata, Purina, Virgin Pure, Ideal Standard, Bentley and Royal Mail to name a few, as well as helping to implement the new FutureBrand Identity.

## ATTRIBUTES

- Professional
- Creative
- Reliable
- Dedicated
- Good Initiative
- Experienced
- Hard Working
- Flexible

## MARKET EXPERIENCE

- Advertising
- Branding
- Corporate Communications
- Education
- Financial
- FMCG
- Government Sector
- Health & Beauty
- Leisure
- Medical
- PR, Events & Exhibitions
- Recruitment

## INTERESTS

- Computers & gadgetry
- Font application & use
- Graphic design application
- Family – I have two fun and energetic daughters
- Gaming & online experience
- Music
- Cars & football
- Movies & cinema
- Science Fiction as a genre

# //FREELANCE EXPERIENCE

30th January 1999 - 24th September 2012

## Freelance Senior Graphic Designer/Artwork/Art Director

Whilst working as freelancer for the past 13 years, it has afforded me to work on a wide variety of projects and I have gained an immeasurable experience – being able to pick and choose the best and efficient methods of working. I believe I have attained an unparalleled knowledge of software utilisation to achieve my design creativity.

### Some of the projects & clients I have worked on:

AB Inbev	Hertz UK	Purina
Allied Bakeries	HMRC	Quaker
Aim Higher	Hyundai	Reckitt Benckiser
Arcelor Mittal	Jaguar	Royal Bank of Scotland
Arup	Jordans	Royal Mail
Avid	Kensington Mortgages	Sanctuary Housing
Avon Cosmetics	Kodak	Sainsburys
Barclays Bank	Kenco	Samsung
BBC	Land Rover	SAP
Beko	Lafarge Aggregates	Scottish Newcastle
BF Goodrich	Lloyds TSB	Scottish Courage
Birmingham College of Food	Lexus	Siemens
Birmingham City Council	Madame Tussauds	Simple
Birmingham Midshires	Merchant Gourmet	Sobranie
Birthdays Card Shops	McVities	Sony
Blossom Hill Wines	McEwans	Symantec
BMW Motorcycles	Miele	Team Origin
Bombardier	Mitsubishi	Tesco
Boots	National Car Rental	Toyota
Cadburys	National Lottery	Ubisoft
Capri Sun	Natwest	Unilever
Castrol Oil	Nestle	United Biscuits
Charterpoint	New Covent Garden Soup	University of Wolverhampton
Computeach	NHS	US Army
Daewoo Cars	Nintendo	Viners
Deutsche Bank	Nokia	Virgin Atlantic
EA Games	Nortel Networks	Virgin Media
Eon UK	NTL	Virgin Mobile
Ernst & Young	OAG Airlines	Virgin Trains
Everyware	Oakley	Visa
Evian Water	Old El Paso	Vtech
Exel Logistics	Omnibus	Warner Brothers
General Mills	Pace	Walls Ice Cream
GCHQ	Panasonic	Walkers Crisps
Golden Wonder	Pilsner Urquell	Wasa Crispbreads
Hasbro	Post Office	Wella Haircare
Heineken	Pot Noodle	Yell
Heinz	Powergen	Zurich

## DESIGN AGENCIES

- 2 Heads Design
- Amber & Green
- Allen International
- Appetite
- Baber Smith
- Barclays Bank
- Berg-Hind Joseph
- Bernard Hodes Advertising
- Bloom Design
- Brand Union
- BR&Me
- Bulletproof
- Cake
- Clark McKay & Walpole
- Command Associates
- Communique
- Contra
- Creative Store
- Farraday
- Fusional
- Futurebrand
- Gasoline
- Genix
- Hicklin Slade & Partners
- Holmes & Marchant
- Hunter Lodge
- Imagika
- Jump To
- Lambie-Nairn
- Miller Bainbridge & Partners
- North Design
- Pam Winkworth Design
- Rage Design
- Rare Design
- The Connection
- The Church Agency
- TMP Worldwide/Monster.com
- Side A
- Start Design
- Studio 2BR
- Vibrandt
- Webb deVlam
- Wright Obara
- Wyatt International
- Zero 2 Firoco
- Ziggurat

## //PAST JOB HISTORY

### Eclipse Creative Solutions

5th May 1998 - 30th January 1999

#### Senior Graphic Designer/ Studio Manager

Hands on role of design direction and studio management involving client liaison, studio production time, organising job priorities and general progression of the studio as a business.

Design, artwork and concepts of window displays, store layouts, promotional leaflets, POS promotions, newsletters, corporate identity, website design, presentation work, new product concepts and packaging, brochures and national advertising.

#### Client List:

Kraft Jacobs	The Cheese
Suchard	Company
McGraw-Hill	Take 2
P&I Data Services	Interactive
Sainsburys	

### Harvey Designs

5th January 1998 - 1st May 1998

#### Middleweight Graphic Designer

Design and concepts for promotional work, POS displays and staff training/instruction manuals.

#### Client List:

Budweiser	Schwartz
Caradon	Trebor Bassett
Heinz	Walkers

### BCG Communications (Now View)

18th March 1996 - 24th December 1997

#### Middleweight Graphic Designer

Design and artwork of POS material, leaflets, in-store advertising and window acetates for national campaigns in all Blockbuster stores.

Design of corporate literature, leaflets, brochures, packaging, POS and national advertising. Multi media work included BBC Blue Peter, Meat & Livestock Commission and Pernod Ricard CD-Roms.

#### Client List:

Activision	Nintendo
BBC	Pernod Ricard
Blockbuster	Sanyo
Disney/Pixar	SCI
KPMG	Sony
LTA	Sega
M&LC	Virgin Stores

### Weider Nutrition Group

7th January 1995 - 15th March 1996

#### Graphic Designer

Design and production of packaging and printed literature for the sports and nutrition market. Advertising through to repro for national and international magazines. Point of sale material, leaflets, fact-files and posters.

### Red Hot Management

1st October 1993 - 21st December 1994

#### Graphic Designer

Design of packaging and promotional material for UK and International marketing campaigns. Specialist design and manufacture of limited edition packaging and cardboard engineering. Advertising campaigns in international magazines.

#### Client List:

Ariola/Arista	Polygram
BMG	RCA
Deconstruction	Start Audio & Video
Gillan Beach Publications	Slip 'N' Slide
Kickin Music	Sovereign Publications
Panasonic	Thames TV
Passion Music	

## MACINTOSH SKILLS

- Indesign
- Illustrator
- Photoshop
- Acrobat
- Flash
- Dreamweaver
- After Effects
- QuarkXpress
- Cinema 4D

## EDUCATION AND QUALIFICATIONS

Birmingham City University  
October 1990 - June 1992  
Studied two year BTEC  
Higher National Diploma in  
Graphic Design, obtained a  
high pass.

Birmingham City University  
October 1988 - June 1990  
Studied two year BTEC  
National Diploma in  
Graphic Design, obtained a  
high merit.

St.Thomas Aquinas R.C.  
School  
September 1983 - May 1988  
Secondary Education  
G.C.S.E.s obtained:  
Graphics B, Art B, Maths C,  
English Language C,  
English Literature C.

## REFERENCES

### Alan White Operations Director

Brand Union,  
6 Brewhouse Yard  
London  
EC1V 4DG  
alan.white@brandunion.com

### Stephen Johnson Managing Director

Amber & Green,  
15 Weller Street,  
London SE1 1QU  
stephen@amberandgreen.co.uk

### Jan Obara Creative Director

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