



www.melaniehughes.com

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Resume

■ Background

I currently work as a freelance designer in the London area. I have a fully equipped studio set-up with my own Power Macintosh, desktop scanner (with transparency capabilities), colour printer, and full range of media hardware/software. My clients include but are not limited to the following companies:

- fc-d
- Jennings Design Consultancy
- The Hamiltons - Strategic Design
- Virgin Atlantic Airways Ltd.
- Rodney Fitch Design Consultants
- Haines McGregor

When I first came to London, the majority of my time was devoted to the design & production of a monthly internal company magazine for Virgin Atlantic Airways Ltd. This was a high quality production with a tight budget and high design values. Having developed a close working relationship with Virgin Atlantic, I instituted many new working practices to improve the production and workflow of this project. After working with Virgin Atlantic Airways Ltd. for two years I decided I needed to expand the range of my work. Other print projects include packaging and corporate literature such as:

- **AstraZeneca**
Information Posters: Design, illustrator graphs, layout & production
- **St Albans Cathedral**
Brochure/Inserts: Inserts design and lay out. Brochure & inserts print production.
- **English Heritage**
Maps: Artwork & production
- **BT Norstar**
Brochure: Typesetting & formatting
- **Boots Soltan**
Packaging: Design detailing, typography & production.
- **Dti Foresight**
Websites/Print: Concept, creation/design of web. Print production (form design)
- **Del Monte Fruitburst**
Packaging: Design detailing, typography & production
- **Virgin Atlantic Verb/Globe/City Travel Guides**
Internal Magazines: Re-design, layout & production
Leaflet: Creation/design, layout & production

Prior to coming to London 4 years ago, I lived and worked in America. The previous three years were spent working in-house for an international company, Konica Photo Imaging. At Konica I came to manage and service my own major accounts: Shaws (American subsidiary of J.S. Sainsbury), Rite-Aid, K-Mart and Shop'n Save. I was responsible for concept/design of new presentations, "point of sales" advertising, signage, mail order and packaging, and my role involved seeing projects through every stage of production. This included concept, design, illustration, presentation, perspectives, file preparation, proofing, print buying and client liaison.

My past experience at Konica introduced me to "e-commerce", as we had switched our selling focus to the internet with the introduction of our "Photos On-Line" service. I have since learned more Web based design and production and have now incorporated this into my freelance work. Through the use of basic HTML coding, an investment in web design software such as GoLive, Image Ready, Flash, DreamWeaver/Ultradev and Virtual PC I have acquired an understanding and working knowledge of internet based design & functionality. Examples of this work (which can be seen online <http://www.melaniehughes.com>) have been done for:

- **Jennings Design Consultancy**
Corporate web site highlighting their portfolio of design projects
- **The Hamiltons**
Corporate web site for the year 2000, complete design & production
- **MSB International**
Report & Accounts web site, design & production including javascripting
- **Garden Studios**
Sales web site detailing location, office space and services

As the graphics industry is one of change and reliant on modern technology, I find it important to keep up to date with the newest upgrades of software and hardware. I also spend a lot of time online, researching what is being done in the medium, what works and what doesn't.



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work history

- **Freelance/March 1997-present**
 Design & production (print/web) for companies including Virgin Atlantic Airways, fc-d, Haines McGregor, Jennings, The Hamiltons, Design 451° etc.
- **Konica Quality East/June 1994-February 1997**
 Design and project management of advertising & packaging for major accounts including Shaws (J.S. Sainsbury), Rite Aid, K-Mart etc.
- **B&W Typography/February 1993-May 1994**
 Repro, systems, technical support service bureau.
- **Camden Type 'n Graphics/June 1991-February 1993**
 Typography, layout, typesetting and paste-up of books for Heinemann, Addison-Wesley, Little Brown etc.7
- **Central Maine Technical College/August 1989-May 1991**
 Local community projects including posters, brochures etc.

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Software, hardware & os

- **Software**
 - QuarkXpress/InDesign
 - Photoshop/Image Ready
 - Freehand/Illustrator
 - GoLive (CyberStudio)
 - Dreamweaver/UltraDev
 - Fireworks/Flash
 - MicroSoft Office/Explorer
 - Netscape Navigator
 - ViaVoice
 - Virtual PC
 - Acrobat
 - BBEdit
 - Norton Utilities
 - Toast/Jam
- **Hardware**
 - G4 533 MHz DP
 - Epson Stylus 1520
 - Epson GT7000 Scanner
 - 35mm & Digital Camera's
 - Teac CD Read/Writer
 - ZIP/Jazz Drive
 - iRez Stealthfire
 - DVD-RAM Drive
 - Compaq PC Laptop
 - iBook
- **Operating Systems**
 - **Mac (primary):**
 Mac OS 7x/8x/9x
 - **PC:**
 Windows 95 & 98
 - **Other:**
 Unix

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training & education

- **Professional Training**
 - **Fast Track to FlashMX**
 transmedia - May 2002
 - **Fundamentals of Dreamweaver UltraDev 4.0**
 transmedia - December 2001
 - **Fundamentals of Flash 5.0**
 transmedia - November 2001
 - **Introduction to Web Design**
 x.con digital - June 1997
 - **How To Design A Perfect Brochure**
 CareerTrack - April 1996
 - **Four Colours, One Mac**
 ImageSet - August 1995
 - **Tips, Tricks, & Effects**
 ImageSet - August 1995
 - **Advanced Quark**
 ImageSet - July 1995
 - **Scanning & Halftones**
 ImageSet - June 1995
 - **Optimized Mac**
 ImageSet - June 1995
- **Education**
 - **A.A.S. Degree**
 Graphic Arts/Printing Technology
 Central Maine Technical College
 May 1991
 - **Diploma in College Preparation**
 Messalonskee High School
 June 1989

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experience

- **Digital Experience**
 - print design/production
 - web design/production
 - html/javascript
 - photography/retouching
 - scanning/image manipulation
 - macintosh systems support
 - word processing
- **Traditional Experience**
 - typesetting/pagination
 - paste-up
 - various bindery
 - estimating
 - customer service
 - basic stripping/pre-press
 - duplicator/screen printing
- **Traditional Equipment Experience**
 - **Typesetting equipment:** Edit Writer 7500, Bedford, Magna Compugraphics MCS 86123, Linotronic 202 & 300, Script Setter III, GEO Deskset Design
 - **Pre-Press equipment:** Berkey Vertical, Robertson Horizontal, Brown Platemaker, Mitsubishi Paper Platemaker
 - **Presses:** A.B. Dick 350 & 8810, Chief 15, 17, 117, Gestetner
 - **Bindery equipment:** Rosback Stitcher, O&M Folder, Stetler Trimmer