

EMMA AND'ERTOONZ

Illustration & Design by Emma Anderton

Contact Information

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Work Statement

A highly enthusiastic, creative and organised graphic designer, with excellent interpersonal and leadership skills. I have a proven track record of producing outstanding work to exacting deadlines.

A new and stimulating environment where I could further hone and develop my design and illustration skills, both conventionally and on the computer, would provide an exciting challenge.

Work Experience

Fisher Educational Ltd.

2004-Present

In-house print, web, illustrator and brand designer for Fisher Educational Ltd. The company trades as 3 separate ventures and provides teaching, e-learning and printed media materials for schools, (10ticks.co.uk & boffinsquad.co.uk), and small businesses as a webhosting and CMS system. (Websiteboffin.co.uk). Bolton based with 10 staff, 10ticks alone attracts over 1.5 million school pupils annually and has received many awards, including an e-commerce award for innovation, education and learning.

I assist in the hiring, training and mentoring of new contract hires and all major design decisions are run past me for opinion and approval.

I am also completely responsible for the design, content and management of the website www.boffinsquad.co.uk.

Freelance Cartoonist.

2006-Present

As an established part-time sole trader I have worked on a broad spectrum of briefs spanning small business clients, local government and personal commissions including: character design, caricatures, advertising, animation, games, wedding stationery and wall murals. Success has generated significant repeat contracts. I have also undertaken a series of workshops and master classes held by the University of Salford to develop my entrepreneurial skills. These included: Commercial Awareness, Entrepreneurial Marketing, Networking for Success, Presenting your Business Idea, Sales techniques and Financial Management.

I also volunteer as a practitioner for the 'The SPLICE project', which is a Cross-Institutional Lifelong learning project funded by JISC. It is an action-research project, led by the University of Bolton, which orients itself around social media and transforming the practices of teachers, learners and industrial practitioners to encourage self-learning.

E4A Enterprise Ltd.

2006-Present

As well as my 2 ongoing design roles, I also work with E4A Enterprise Ltd, (www.e4a.org.uk) as a part time Teaching Assistant and Art-Worker. As well as designing the new product range, including enterprising jigsaws, printable resources and mascot characters, I also supervise upto 30 children at a time on 'enterprise days' commissioned by secondary schools in the UK.

Sales Assistant: Thorntons PLC & JD Sports.

2000-2004

From the age of 16 I was employed as a sales assistant and cashier for these retail companies before pursuing design-type roles to support my degree whilst in university. Whilst working in sales, my high level of customer loyalty and positive feedback was awarded with numerous pay raises, incentives and the opportunity with JD Sports to represent my store for the Commonwealth Games Sales Assistant of the year award.

References

References and Portfolio are available upon request.

Skills Overview

My day-to-day responsibilities, as both a freelancer and in-house designer, include the concept, planning, management and execution of design briefs used in all kinds of marketing and media. Specifically: print, direct mail, signage, email, magazine advertisements, trade show material, children's curriculum books and both customer and company web sites.

As part of my role at Fisher Educational Ltd, I occasionally accompany our managing director to networking meetings and exhibitions in order to promote the business. My position within the company has given me the ability to understand what works and what fails.

Education

University of Bolton.

2002-2005

1st Class Honors. Graphic Design.

As well as undertaking dedicated advertising, typography, editorial, packaging, web, illustration & animation modules, this degree course included a professional practice module taught by practicing professionals which enabled me to begin my career confident with design disciplines and able to work competently with commercial printers to ensure correct production of printed materials.

Bury College.

2000-2002

B/C AVCE. Art and Design.

Little Lever School

1995-2000

10 x GCSE A-C including English, Maths, Science, Art and Graphics.

Computer Skills

I am experienced in the creative application of Adobe Illustrator, Photoshop, ImageReady and InDesign whilst also familiar with Acrobat, Dreamweaver and Premiere. I am able to work across both Windows and Mac OS platforms.

Interests

I am always eager to learn and am passionate about keeping up to date with the latest trends and technologies. I also enjoy cartooning & animating, interior design, make-up artistry and photography.

Additional Information

Fully mobile with clean driving licence.