

Paul Wilkins

CV and Portfolio

[about me](#)[career history](#)[core skills](#)[portfolio 1](#)[portfolio 2-3](#)

Get to know me

Online portfolio: www.fusioncc.net

Contact: 07575 779452 or paul@fusioncc.net

Experience: Senior Creative Artworker/Visualiser/Illustrator

Available for: Freelance - long or short term contracts
Possible full time employment

Locations: Remote or 50 miles radius Reading

Personal Profile and Current Career Overview

A highly experienced freelance Creative Artworker with a meticulous eye for detail in design layout, typography and visualisation, coupled with a sound knowledge of all print production processes and digital media file production.

My rewarding career has encompassed advertising, sales literature, POS, packaging and more recently shopper experience marketing and digital media work, along with production of websites, emailers, digital banners and user guides. I also do high level retouching of photo images and create highly finished visuals for client presentations and pitches.

Primarily now working remotely from my fully equipped home studio with latest Mac's, I can also travel to on site locations if necessary, by car or by train.

Career History and Past Achievements

I've held positions as key senior artworker at many big London in-house studios including Tag: Worldwide, Big Fish, N2O Brand Agency, Camelot (National Lottery) in Watford, Tesco's in Welwyn and Waitrose in Bracknell producing all types of artwork and liaising with suppliers & printers as well as freelancing for many Pharma & Healthcare agencies working on detail aids, online support literature and mobile user guides.

In May (2010) I finished a 14 month maternity cover contract as a combined studio manager/senior artworker with a very successful design and print company in Reading. Managing a team of 9 designers and artworkers, I was responsible for the day to day running and traffic workflow through the studio, both overseeing work and assisting with artwork for the team as well.

Some big brands and household names I have worked with include; Nestlé, Dairy Crest, St Ivel, Lavazza, Waitrose, Tesco and Sainsbury's own label, Cadbury's, Lindt, Walkers, Tropicana, Procter & Gamble Brands Gillette, Duracell, Hugo Boss, Olay, Max Factor, Pantene and Lenor as well as other more diverse projects for British Gas and BT and several big car makers, high street banks and many Pharmaceutical Companies including Shire UK, Baxter, Britannia, Ferring, Derma UK, Galderma, Bayer, Idis, Nutricia, Besins Healthcare and Eusa Pharma.

Between 2006 to 2007 I was freelance contracted for 12 months as Creative Lead at Martin Dawe Brand Design and I completed this maternity cover contract on 13th July 2007.

At the beginning of 2001 I was commissioned to set up an in-house design and online media department for a UK car dealership. This I did very successfully sourcing 2 other design/artwork staff for them, running the online and advertising departments. The weekly advertising spend was £22,500 and I saved the company over £0.5 million in the first year alone on outside advertising creative costs whilst also planning and negotiating better deals on media space and radio advertising.

Further back in my career I was joint Managing Director of a small design and print company employing between 6 – 8 full time staff. Eventually I sold my shares in this company to my co-director to pursue a passion for working with other larger agencies, both in London and the home counties, through personal contacts I had developed.

Paul Wilkins

CV and Portfolio

[about me](#)[career history](#)[core skills](#)[portfolio 1](#)[portfolio 2-3](#)

Work history

Creative Artworker
Remote or commute

Currently working freelance for TPN Shopper Marketing Agency, BWP Group Agency, Mullen Lowe Agency (London) on various projects for Dulux, Cuprinol, Persil, Sloggi etc. Also with 'This Is Us' Pharmaceutical Agency in London on product apps & digital aids.

Senior Creative /
Digital Artworker
July 2017 - June 2020
N2O Experiential &
Brand Agency (full-time)

Creative and artwork production, visualising, photo-retouching, digital planning. Some integrated project managing with both clients & account managers. Specialising in high-end graphics for experiential campaigns, advertising, POS, packaging, shopper marketing material, brochures, online banners, digital campaigns, online advertising and social media brand building.

Senior Creative /
Artworker / Visualiser
2007 - 2017

Worked freelance on brand design & artwork for top London agencies including; Blue Marlin, Design Bridge, Saatchi X Retail, The Brand Union, Big Fish, Ignis, Conran's, TAG, TBWA Paling Walters, The Purple Agency, BMore Group and Core Medica Pharma/Healthcare Agencies, Procter & Gamble, AND Ltd for Boots Brands, and Camelot in-house studio.

Studio Manager /
Senior Creative
2009 - 2011

2 year cover contract for Qwerty Ltd managing 8 designers & artworkers Traffic managing daily workflow, and creating artwork for print & digital for clients including Pepsico, Walkers Crisps, Lindt & Nestlé Chocolate and NCP Car Parks.

Head of Studio
2006 - 2007

1 year maternity cover contract for Martin Dawe Brand Design Working on high level brand design, for FMCG clients and supermarket own label.

Senior Designer /
Art Director
2002 - 2006

Worked freelance on brand design & artwork for top London agencies incl; Fitch, Mother, Interbrand, Landors, LMC, Martin Dawe Design, Direction Group Fountain Marketing, Jack Morton Worldwide, 2 Heads Global Design, Marvel Inc.

In-house Media
Studio Manager

Set up in-house design/media department for online national car dealership Sourced 4 permanent media staff for them and set up & managed both the online and advertising departments, buying media space with £100k budget every month.

Managing Director
& Head of Creative

Fusion Design and Advertising, Henley on Thames, a TTL design agency Big name clients included Black & Decker, Akzo, Vodafone, Panasonic, Motorola, Sara Lee Household, Pepsi Cola, Roche Laboratories, SE Johnson (Wax), and many Cosmetic & Toiletry companies including Chanel, Clinique and L'Oreal.

Graphic Designer
& Account Manager

GMG Packaging Design, Reading, Berkshire Packaging, advertising and sales promotion designer for FMCG industry. Mainly toiletry, cosmetic and beauty industry clients, I was also primary client contact and account manager for both L'Oreal and Twinings Tea accounts.



Education

Berkshire College
of Art & Design

Graduated with HND in Graphic Design 1988 followed by an Advanced Web Design course (evening college) 2003 -2004.

Portfolio

www.fusioncc.net

Work Skills and Expertise

- Creative layout /artwork production for all print based materials & retail packaging. Creating high-res print ready PDF files.
- Creative layout /digital artwork for online media including e-mailers, websites, digital banners and social media campaigns.
- High-end Photoshop image retouching and image manipulation. Photo sourcing of stock photography from online libraries.
- Visualising from design scamps. Creation of illustrations, charts & graphs in Adobe Illustrator.
- Brand guidelines adhered to design and artwork, for sales brochures, direct mail and online media
- Conceptual design layout and artwork for magazine and press campaigns - print and online media
- Studio management, studio traffic/production control, project management, account management
- Print sourcing and management, with a sound knowledge of all print processes for print and consumer packaging
- Social media/digital marketing planning plus brand building through strategized posting campaigns
- Client liaison and in-house team building/influence strategy

Mac/PC Software Experience

- Adobe Photoshop CC - 30 years, expert level
- Adobe Illustrator CC- 30 years, expert level
- Adobe InDesign CC - 20 years, expert level
- Adobe XD - 2 years, very good working knowledge
- Adobe Dreamweaver CC - good working knowledge
- Wordpress and Wix, good working knowledge
- Acrobat Pro and DC - 20 years
- Powerpoint /Keynote- 20 years, highly experienced
- Excel - Experienced
- Word - Experienced
- Traffic/workflow management systems including Slack, Traffic Live, Trello, Resource Guru, Monday etc,
- Teams, Zoom and Slack video meetings / client presentations
- Mailchimp email marketing platform - good knowledge
- MS Outlook email, Mac mail, Thunderbird email
- Mac system software to current OS Big Sur 11.6

I'm skilled on both Mac and PC work platforms

about me

career history

core skills

portfolio 1

portfolio 2-3



Side View of top



Front Face



about me

career history

core skills

portfolio 1

portfolio 2-3



Creating artwork and visuals for Superdrug and Tesco in-store experiential campaigns

MORE

about me

career history

core skills

portfolio 1

portfolio 2-3

