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## Curriculum Vitae

230A Leahurst Road  
Hither Green  
London SE13 5NL

mail@rosie-smith.com  
www.rosie-smith.com  
+44 (0) 7745 703 124

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## Mission statement

Keep it simple and distinctive.

I possess a passion and drive for strong legible and coherent design. I achieve this by integrating narrative themes with traditional typographic layout helping push the boundaries of clean and coherent design.

Able to solve problems independently as well as being able to work co-operatively with a variety of groups including colleagues and business associates. Has high levels of integrity, and concentration both on day-to-day basis and when working to strict deadlines.

Experienced using Adobe Photoshop, Illustrator, InDesign & Dreamweaver.

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## Education

Bath Spa University  
Bath, 2005 – 08

BA (Hons) - Class 2(i)  
Graphic Communication

South Downs College  
Portsmouth, 2002 – 05

Foundation studies: Art & Design  
Four A Level A - D Grades

Warblington School  
Portsmouth, 1997 – 02

12 GCSE A\* - C Grades

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## References

Please ask for further details

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## Employment history

Mintel International Group  
January 2010 - Present

Graphic Designer  
Product Development

Mintel International Ltd. is an independent award-winning provider of market intelligence, analysis and critical recommendations. The company is built on many inter-connecting platforms including *Oxygen*, *Global New Products Database*, *Global Market Navigator*, *Beauty Innovation*, *Menu Insights*, *Comperemedia* and the new platform *Food and Drink*.

**Responsibility:** as a designer for the new platform, *Food and Drink*, I have the responsibility of designing the different versions of the printed monthly reports (a full text PDF, summary PDF and a powerpoint presentation). These pieces have to adhere closely to Mintel's brand guides, yet I was given the licence to give the whole platform a new distinctive look and feel.

To help manage the work-flow and publishing deadlines of each piece so that there's constant stream of new articles throughout the month.

**Tasks:** every month I use the data embedded in the article to create between 5 - 10 info-graphic images for each piece before typesetting the article.

I am constantly on the look out for new methods to present the data to keep the audience engaged from month to month. Paying close attention to internet blogs, books/magazines and newspapers for inspiration.

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Planet Cruise Limited  
August 2008 - December 2009

Graphic Designer  
Commercial and Marketing

**Responsibility:** to evolve creativity and design capability whilst maintaining the brand identity. Improve efficiencies within the production process in order to minimise lead times from initial concept to final sign off. Being highly organised and able to multi task working under pressure to achieve deadlines.

**Tasks:** provide artwork and copy for all media partners and the company (must be achieved whilst keeping within all parties brand guidelines):

- Supplement design, advert design and direct mailings
- In-house customer retention planning and design.
- On-line campaigns featuring e-broadcasts

