



kim hopkins

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#### Characteristics

Perfectionist, intelligent, organised, patient, intuitive, calm, professional, fast-paced, motivated, observant.

#### Personal Statement

“Talented, technically minded senior creative artworker and studio manager with extensive design experience and an incredible eye for detail.

Exceptionally well organised with a strong background in print, digital and typography.

Pro-active, imaginative and enthusiastic.

Experienced in taking full responsibility of projects from concept right through to print, with a particularly strong technical knowledge of InDesign CC, Photoshop CC and Illustrator CC.

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#### Education / Training

2014

Advanced Photoshop CC training course

2007 / 2008

InDesign CS3 intensive training course

Illustrator CS3 intensive training course

1999 – 2002

Surrey Institute of Art and Design University College  
Graphic Design (Visual Communication)

Ba Honours degree (2:1)

1998 – 1999

Northbrook College, Worthing, West Sussex  
Foundation Studies in Art and Design

1996 – 1998

The Angmering School Sixth Form, West Sussex  
A-level passes

Art A, English Literature C, Mathematics D

1992 – 1996

The Angmering School, West Sussex  
10 GCSE passes, grades A\* to B

#### Work Experience

August 2020 – Present

Senior Graphic Designer

Sofas & Stuff, Fittleworth, West Sussex

Responsibilities: Lead designer of digital and print elements across the company, including designing and project managing installation of all POS in 20 showrooms. Involved in gradually redesigning the ecommerce website. Day-to-day includes all social media, digital display ads, email campaigns, magazine press ads, brochures, product specification cards, photo retouching and developing new brand guidelines. I have also created new illustrated icons to be used across the brand.

June 2016 – August 2020

Freelance Senior Creative Artworker, Designer and Retoucher

Created by Kim Limited

August / September 2015, August / September 2016, March 2017

Artwork Manager / Creative Artworker, Apple, California, USA

Spent a month near San Francisco, working with three others to manage a large team of artworkers for Apple on three intensive simultaneous campaigns. Responsible for setting up the master artwork for numerous elements, both print and digital, which was localised for up to 39 countries.

November 2011 – June 2016

Studio Manager / Senior Creative Artworker / Retoucher

Elvis Communications, London W2CB

Responsibilities: Manage a studio team of four and numerous freelance creative artworkers as well as being a senior creative artworker / retoucher. Also responsible for organising resource and managing workflow. Heavily involved in the artwork sign-off process of all work and brand guardian of Stella Artois. Clients included Apple, Honda, Mondelez (Cadbury, Tassimo), Wagamama, Virgin Trains, AB InBev (Stella Artois, Budweiser, Corona), Yakult, Dr. Oetker, Sky TV, Fulham Football Club, Southampton Football Club, Now TV.

November 2009 – November 2011

Senior Designer / Creative Artworker, Magnify Marketing, London NW6

Responsibilities: Specialising in hospitality; design and artwork from concept to print of advertising, branding, POS, corporate identity, email marketing and web design. Responsible for ensuring projects are managed smoothly, making creative decisions and liaising with printers and clients. Clients included Ronnie Scott's Jazz Club, Walkabout, Angus Steak House, Arc Inspirations, Orchid Pub Group.

March 2008 – September 2009

Senior Designer / Creative Artworker

Spring Marketing, Worthing, West Sussex

Responsibilities: Design and artwork from concept to print of advertising, branding, corporate identity, POS and web design. Clients included Danescroft, Forest Hills, Garden Pride Garden Centre, VCM.

March 2007 – March 2008

Middleweight Designer, Designate, Brighton, East Sussex

Responsibilities: Lead designer of Virgin Holidays and Island Cruises brochures. Full responsibility of the Island Cruises account handling and client communication. Other clients included LV Insurance and P&O Ferries.

May 2005 – March 2007

Designer, Warren Design, Worthing, West Sussex

Responsibilities: Design and artwork from concept to print of advertising, branding, corporate identity, packaging, POS and web design. Clients included 40 Savile Row, Aspinal of London, Goodwood (House, Motor Circuit, Racecourse, Aerodrome), Ferrari, Links of London, Napier Brown, Sanderson, The V&A Museum, Visa and Vodafone.

June 2002 – May 2005

In-house Designer,

Carte Blanche Greetings Ltd, Chichester, West Sussex

Responsibilities: Designing promotional material, product and packaging for a branded character named Tatty Teddy (Me to You). Involved in developing product and packaging.