

angela duerden graphic designer

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Highly creative designer with strong leadership qualities and excellent organisational skills. Professional problem solver. Ability to multi-task to tight deadlines whilst maintaining accuracy.

PROFESSIONAL EXPERIENCE

LANDS' END INC, USA

1995 to 2010

\$2 billion global multi-channel retailer in men's, women's and children's clothing, footwear, home and corporate sales. Launched UK clothing catalogue business in 1993, followed by Germany and Japan three years later. Launched France and Austria in 2009. Acquired by Sears in 2003, leading to massive retail expansion in the US.

SENIOR GRAPHIC DESIGNER - PRINT (Based in the UK at European HQ)

2002 to 2010

Responsible for the design of UK and German catalogue page layout for 26+ direct marketing retail catalogues per annum. Liaise with production department to project manage and design UK and German marketing collateral, corporate retail POS and local advertising within Brand Guidelines. Manage small team of Artworkers and a Junior Designer. Support Design Manager in scheduling, photography budget control, presentations, Student internee mentor. Train and supervise design team in Epson proofing.

- 20% increased workload in 2008 by taking sole responsibility for the design of the largest selling section (Outerwear) in the UK and German Lands' End catalogues. Successfully pre-planned all new photography prior to start of the season to ensure all requirements covered. Constantly monitored own workloads to maximise pick-up spread options and divert design time into high earning spreads. In 2009 generated £5 million net sales in UK and in excess of €16 million in Germany thereby ensuring European EBITDA goal exceeded.
- Assumed leadership of Artworkers, when the department was amalgamated into Creative in 2007. Developed systems to fully integrate Artworkers role into existing Creative structure. Restructured Artworker role to ensure progression opportunities. Initiated weekly touchbase with team to be aware of potential challenges to workloads and deadlines. Ultimately increased confidence and professionalism of the Artworking department to status of Highly Effective in company goal review scheme.
- Launched process to co-ordinate print projects through the department. Helped restructure design team by recruiting a Junior Print and Web Designer. Co-ordinated flow of projects from Production department through Design Team, and Artworkers. 2008 onwards, managed a 30% increase in print projects with no missed deadlines or impact on core catalogue.

MIDWEIGHT GRAPHIC DESIGNER - PRINT (Based in the UK at European HQ)

1995 to 2002

Responsible for the design of Women's wear pages in the UK and German catalogue. Art direction on concept covers for the UK and German catalogues. Commissioning illustrations for editorials in the catalogue. Proofing cromalins/Epsons pre print. Designing ad hoc projects for various departments within the company. Worked with UK and German copywriters to brainstorm concepts for the catalogue. Mentored Junior Designer.

- Under the guidance of the Creative Director worked to redesign the catalogue to appeal to a more affluent European customer. Made pages cleaner and easier to shop. First year sales increased by 30% in the UK and 12% in Germany.
- Challenged to bring catalogue schedule forward by 6 weeks. Junior Designer and I managed to achieve this aim with substantially increased workloads with no missed deadlines, and resulted in a 10% photography cost saving by aligning with US schedule.
- One of 3 designers to ensure successful launch of the German catalogue in September 1996.
- Delivered concept front covers for UK catalogue. Brainstormed ideas, project managed and art directed shoots.

FREELANCE DESIGNER, (Mid Wales)

1993 to 1995

Working on various accounts including Kite Country for the RSPB, Outhouse Marketing, Countryside Commission for Wales, The British Horse Society, Control Techniques and Unisis. Completing all work through from initial client brief, design concept and visuals, layout presentation, artwork supervision using QuarkXpress, and print supervision on press.

VALLEY GRAPHICS, POWYS

1990 to 1993

Independent Design Studio based in Newtown, Mid Wales focusing on catalogue and brochure design, POS and localised advertising.

DESIGNER (Based in Newtown, Mid Wales)

- One of 4 Graphic Designers responsible for the execution of layout design of catalogues: Laura Ashley By Post, Past Times, Dillon's Bookstores, Laura Ashley Home and Cotswold Collections.
- Under the direction of the Design Manager, also used to procure new business ventures.
- Alongside the Design Manager, presented speculative work to local clients.

LAURA ASHLEY LIMITED, (UK)

1986 to 1990

International company engaged in the design, manufacture, sourcing, distribution and sale of clothing, accessories and home furnishings through retail and mail order catalogue sales.

MIDWEIGHT GRAPHIC DESIGNER (Based in Carno, Mid Wales HQ)

1986 to 1990

- Within Brand guidelines, under the supervision of a Senior Designer, worked on layouts and typography on selling pages within the Laura Ashley Home Furnishing catalogue.
- Alongside the Design Manager, responsible for the design of the US and UK Laura Ashley By Post catalogues and the Bridal catalogue, including colour proofing cromalins and supervision on press.
- Under the direction of a second Senior Designer, implemented POS projects for retail stores.

PURCELL, MILLER, TRITTON AND PARTNERS, (LONDON)

1979 to 1986

Contracted to Army Career Recruiting within a network of Regional Office throughout the UK. The primary function of each office being to design Army Careers window displays, and promote the Army through localised events and exhibitions.

CHIEF DESIGN CONSULTANT (Based in Preston, Lancashire)

1985 to 1986

- Covering the North West, West Midlands and Wales (52 Careers Offices), responsible for leading a team of 2 designers, a driver and a Staff Sergeant, for the Preston based branch of the ADDC.
- Led quarterly meetings with Colonels to present window design concepts. Disseminated information to the team on subsequent window display requirements.
- Designed, drew up plans and tendered out window display modules to contractors.
- Worked with Colonels and above within the Recruiting and Liaison department as required for localised displays and exhibitions.

DESIGN CONSULTANT (Based in Preston, Lancashire)

1979 to 1985

- Under the supervision of the CDC, designed and drew up plans for Army Career window displays.
- Prepared designs and artwork for localised army recruiting events and tattoos.
- Edited photography for display boards to promote Army recruitment.
- Worked with the CDC on exhibitions, and exterior/interior specifications for Army Career Office refurbishment through the Department of the Environment.

EDUCATION

DE MONTFORT UNIVERSITY (LEICESTER POLYTECHNIC 1976 to 1979)

BA Hons in Art and Design – Graphics, with a Commendation for Final Year Dissertation

PERSONAL

Full UK Driving Licence

First Aider within my current employment

Interests: Swimming (ASA Level 1 Swimming Teacher), Classical Music, Gardening

References: Available on request