



catharine saich
graphic designer
www.catharine-saich.co.uk



- corporate literature
- advertising campaigns
- presentations
- promotional email marketing
- front-end websites
- magazines
- artwork, repro and print
- corporate identity



- confident communicator
- concise artworking skills
- design with both brief and budget in mind
- multitask effectively under pressure
- excellent organisation skills
- keen and fast learner of new technologies
- eye for detail
- conceptually lead

CV

CURRICULUM VITAE

catharine saich

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profile

Predominantly a print graphic designer, I am responsible for designing B2B & B2C promotional marketing materials such as corporate literature, presentations, promotional emailers, front-end websites and strong Photoshop product visuals.

I come from a long background in magazines and advertising and this, combined with the above, means my CC Suite skills are exceptional.

I visualise and implement new ideas effectively, paying meticulous attention to detail with a 'right first time' approach and I possess strong project management skills, always delivering work to agreed time scales within budget and to brief.

Furthermore, I'm a good communicator and easily build productive working relationships with customers and suppliers.

skills, professional qualifications and training

Indesign CC 2015	Powerpoint
Photoshop CC 2015	HND in Graphic Design
Illustrator CC 2015	ND in Graphic Design,
Lightroom CC 2015	Foundation Art & Design Studies
Acrobat Pro	7 GCSE's
WIX	
WordPress training commencing Feb 2016	

key achievements

Secured numerous accounts due to my creative visuals. Bosch, Mattel, Go Native and Sony all placed orders with Propaganda due to the designs I presented to them. (Propaganda)

Won an internal award for being the most productive member of staff following my designs for a corporate literature project. (Propaganda)

Endorsement from Shout Media. My sales colleague and I received a letter thanking us for the creative design solutions and swift turn around on their promotional products, explaining they would recommend our company to others (Propaganda)

Won two blind pitches. I designed adverts for both World Furniture and Furniture Origins, resulting in not only 12 months of advertising schedules but also a client recommendation to another businesses. (Cabinet Maker)

Acquired account by suggesting cost-effective marketing methods to raise awareness of client but at no extra cost for the company. (Cabinet Maker)

Built rapport with all customers, proposed additional design solutions for 'headstrong' clients, influencing their final decisions. (Cabinet Maker)

Produced cost-effective advertising by reducing newspaper column width combined with greater design impact. (Prospectus)

Initiated design solutions that would enable re-use of plates, increasing cost-effectiveness and the continuation of successful brand impact. (International Greetings)

CV

WORK EXPERIENCE

MIDDLE WEIGHT DESIGNER. MAR 14 – TO DATE. PROPAGANDA. W1H

Working for a promotional marketing company, I am responsible for designing corporate literature, presentations, marketing emails and animated banners and front-end websites. Additionally, using our tabletop studio, I photograph all my own products to produce strong Photoshop product visuals for web and print. Understanding brand guidelines is very important within my position as I deal with a huge variety of companies.

Achievements:

- New accounts and repeat orders have come direct from my creative presentations and strong design-led visuals, as I go further for my clients by presenting different perspectives and ideas they may not have considered.
- I give every project the same input - even the tamer jobs, Go Native were stuck for ideas and asked me for suggestions on a plain grey folder with their logo on it. I came back to them with 5 ideas which included blind embossing, background gradients, white borders, logo reflections and spot varnishes.
- I am known for my willingness to provide swift solutions when issues arise. The printers we were using needed a vector logo. Our client was unable to provide one, but with their permission, I redrew the Creative Sauce logo, matching the Pantones and fonts from their jpeg.

MIDDLE WEIGHT DESIGNER. MAR 09 – MAR 14. CABINET MAKER. CB22

Whilst at Cabinet Maker, my main role was producing a weekly furniture magazine, including the design of any advertising within. The design and typesetting of the magazine, the chasing and proofing of all advertising, and the liaising with printer staff was all on a week by week basis. On top of this, I also created animated banners and produced corporate literature.

Achievements:

- Won two blind pitches through my design work. Subsequently, the clients recommended Cabinet Maker to another business which bought in further advertising revenue. Additional to this, my marketing strategy stopped a client from straying to the competition. Richardson Steely signed a contract with Cabinet Maker for a further year.
- Accustomed to pressurised deadlines. I regularly dealt with last minutes changes to feature spreads due to late advertising space requests. Quickly, I can resolve logo, text or lo-res image issues, still producing outstanding designs without compromise. Working on a weekly, I was proud of my effective time management skills. My designs were completed on time, every week, without fail.
- Created and presented critical study of the Cambridgeshire South Cambs council magazine. The councillors agreed with my design changes with immediate effect omitting the conventional re-pitch procedure.

MIDDLE WEIGHT DESIGNER. OCT 07 – MAR 09. PROSPECTUS. WC2

During my time at Prospectus recruitment agency, I was employed to design advertising for NFP clients such as Asthma UK, Battersea Dogs & Cats Home and CoE. I regularly went on pitches, created designs from briefs, and worked with the team to expand the ideas into other projects as information packs and internal magazines.

Achievements:

- Planned and organised own deadlines, scheduling in printers deadlines, shipping and client publication dates.
- Sought print advertising solutions by reducing newspaper column width combined with greater design impact.
- Proposed additional design solutions for client consideration to ensure requirements fully met.

DESIGNER. I.G. SEP 04 – OCT 07. AL10

I was a print designer within the greetings sector, where I was involved in creating designs for birthday cards, wrapping paper, and birthday bags. I created my designs following a season palette for the contemporary division.

Achievements:

- Created cost-effective designs each year by developing repeat patterns that could be re-coloured without making additional plates.
- Assigned the responsibility of attending at European Trade Shows and debriefing team on my return, enabling Company to make strategic decisions regarding colours and designs for the forthcoming years mood boards and palettes.

DESIGNER. ZARAK GROUP. APR 98 – SEP 04. EC2A

The Zarak Group recruitment agency employed me to design advertising for mainly legal clients such as Clifford Chance, Allen & Overy and Eversheds. My designs were for a variety of printed media from the broad sheets to street vendor magazines. Ensuring I had the exact size for the correct publication on the right day was all part of my job.

Achievements:

- Took the initiative of designing the adverts an outsourced agency had overlooked. The MD favoured my creatives and saved the company contact fees going forward
- Achieved cost-savings by recommending the installation of premium printer enabling us to print internally

JUNIOR MAC OPERATOR. OCT 97 – APR 98. VENTURA LITHO. SE7

I started off my career in a print house, where I learnt how to retouch images in Photoshop. I wasn't afraid to get my hands dirty, and helped clean the proofing machines.

Achievements:

- Trained in Reprographic Department, gained knowledge, skills and experience in lithographic and digital printing, wet proofs, cromalins and matchprints.