

## Introduction

Hoggett Creative is an established graphic design, print, web and photography agency based in Ecclefechan, Dumfries & Galloway. I, Simon Woolley, formed the company in January 2008 after 10 years of working for award and design winning agencies. We have a wide and varied client base spread across Scotland and Northern England.

Our specialist services include design, from logos and branding to design for print, web sites, exhibitions and portable displays, through to event and product photography.

We have recently installed a digital printer which allows us to offer short-run printing in-house, enabling us to print and deliver on demand for our clients, with a quick turn-around at competitive prices and the quality we insist on. We also offer a print management facility: through our trusted and established network of suppliers, we are able to place jobs with the most suited specialist at affordable and competitive prices. This complete print package allows us to offer a short run poster campaign which can be accompanied by many thousands of flyers.

Our key objectives and values are to offer one-to-one contact at all times with flexible working hours; our studio door is always open with fresh coffee waiting. We listen to our clients and with regular feedback and updates, we will turn your project ideas into outstanding designs. Attention to detail is very important to us, and combined with demanding the highest quality, we will both have an end result to be proud of.

# Curriculum Vitae

**Personal Details** **Simon Woolley**  
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**Email** simon@hoggettcreative.co.uk

**Date of Birth** 25th May 1976

## Professional Experience

**December 2007 - Present** **Graphic Designer/Owner**  
*Hoggett Creative - Lockerbie*

**Summary** After relocating to Lockerbie from Cheshire I setup Hoggett Creative, a small home-based graphic design business. Servicing local clients and also offering freelance design and artwork, at present I have freelance clients in Cumbria, Edinburgh and Derbyshire. I have taken on freelance projects from mac visuals and image retouching through to full brochures, either dealing with the creative director or account manager. During the running of Hoggett Creative I have been creating and developing new business, presenting design concepts and quotes, through to project planning and purchasing print.  
[www.hoggettcreative.co.uk](http://www.hoggettcreative.co.uk)

**April 2005 - December 2007** **Senior Creative Artworker**  
*Creative Media Advertising Ltd. - Cheshire*

**Summary** Creative Advertising were (company folded in 2008) an award winning advertising and design agency. At Creative I have working on a diverse range of projects from brand development to national and regional advertising campaigns, corporate identity and literature through to exhibitions and public displays. Creative have offered an enjoyable, yet challenging environment in which I have been able to develop professionally in a busy studio. Working alongside the Production Manager, Creative Director and Account Managers, either working solo or overseeing artworkers and freelancers. This position demands good organisation skills, time and project management alongside producing creative, accurate artwork within tight deadlines. Using design, layout, typography and image retouching skills to meet the brief and produce the final artwork to a high standards.

**Sept 2004 - April 2005** **Graphic Designer**  
*Envisage Design Ltd. - Staffordshire*

**Summary** Envisage Design specialised for many years in the design of custom built exhibition stands. I joined the company to expand their design team to offer graphic design services. I worked on variety of projects from brochures through to exhibition displays. My initial roles was to create company literature and marketing material for Envisage. Informing existing and new clients of the new services available.

**Dec 2002 - Sept 2004** **Graphic Designer**  
*Adroit Designs and Print Ltd. - Cheshire*

**Summary** A hands-on design company, offering a total service for its wide client base, from design through to delivery. The creative demands of this position varied from designing a simple consumer flyer to a multi-sectioned B2B directory with editorial and advert design. Designing for a wide range of medias from litho and screen print through to in-house digital and large format, using the latest software packages and digital proofing equipment. Responsibilities of this position covered client briefing, concepts and pitches, through to final artwork.

**Sept 2002 - Dec 2002** **Graphic Designer**  
*Blue Leaf Communications - Cheshire*

**Summary** A visual communications company in the heart of Cheshire. Designing for a wide variety of projects, ranging from corporate identity, brand development, brochures and leaflets, magazine publications and advertising. The responsibilities of this position were to take briefs from the creative and marketing directors, producing design concepts, refining and preparing for clients presentation and finally artworking. Working closely with the creative director to meet existing client guidelines and prospective client expectations. All projects were managed to tight scheduled deadlines for each stage.

**April 2000 - Sept 2002** **Graphic Designer**  
*Gritt Design - Birmingham*

**Summary** Small creative studio, working on corporate and brand identity, advertising and print, web and new media through to 3D visualisation and animation. Utilising my experience of a busy production environment with creative design for print. An important aspect of this position was to meet with clients to discuss ideas and obtain an understanding of their objectives and requirements, achieving effective results creatively, in time, and most importantly, within budget. The most rewarding part of this job was working on projects full life-cycle.

**Oct 1997 - April 2000** **Production Team Leader - Mac Artworker**  
*The Birmingham Post and Mail - Birmingham*

**Summary** Team Leader of a successful production department for one of the largest publishers of regional newspapers in the UK. The busy environment demanded good organisational and communications skills. Duties included leading and motivating a team of 15 Mac Artworkers, and also liaising with Account Handlers, Type-Setters, Proof Readers and Plate Makers. Working under pressure and prioritising workloads to meet the strict press deadlines.

## Qualifications

**BA Hons** **Graphic Design - 2.1**  
*Staffordshire University 1994 - 1997*

**BTEC National Diploma** **Graphic Design - Merit**  
*Burton upon Trent College, Staffordshire 1992 - 1994*

**A - Level** **Art and Design - C**  
*Burton upon Trent College, Staffordshire 1992 - 1994*

**GCSE's** **Art and Design A. Design and Realisation B. English Language C. English Literature C. Maths C. Single Science C. Further Science C. History C. Photography C.**  
*Rawlett High School, Tamworth, Staffordshire 1987 - 1992*