



## Phil Dobinson

## Curriculum Vitae

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<b>Website</b>	phildobinson.co.uk
<b>Date of birth</b>	26th July 1977
<b>Present Employment</b>	<b>The Team</b> July 2007 to date, full-time designer. Employee communications for BAA, BP, Lloyds TSB and Vodafone. Passenger security messaging for BAA.
<b>Past Employment</b>	<b>Freelance Designer</b> July 2006 to July 2007. Clients: Lippa Pearce, Still Waters Run Deep, SmarterUK, SAS Design, Long Tall Sally, Magmatic Design, CB Richard Ellis, Savitri Wahney Trust, London Cycling Campaign, The Team, Lowey, Redfern Design.  <b>1977 Design</b> February 2003 to April 2006, self-employed contractor. Exhibition graphics for Wimbledon Lawn Tennis Museum. Corporate identities for Keningtons Property Consultants and Alwyne Estates. Promotional posters and products for the London Transport Museum. Printed material for Aedas AHR, EMI Music Publishing, and KPM Musichouse. Design and implementation of Benoy.com, Aedas.com and Keningtons.co.uk.  <b>Walker Pinfold Design Associates</b> August 2003 to February 2004, short-term contract. Development of identity guidelines and literature templates for Ofcom. Environmental graphics for the interior of Ofcom's headquarters.  <b>Smith and Milton</b> July 1999 to July 2002, full-time designer. Worked on a variety of identity print, screen and packaging projects. Brand identities for AXA UK and Liverpool Victoria, also designed and implemented axahome.co.uk, an online home management service.
<b>Education</b>	<b>University of Northumbria</b> 1996-1999. BA (Hons) Graphic Design. First Class with Honours.  <b>Kingston University</b> 1995-1996. Art and Design Foundation Course. Merit.
<b>Skills</b>	An accomplished graphic communicator, particularly well versed in print and identity design. Able to work on projects from concept to artwork, adapting effectively to the job. Good project management skills. Well organised and strongly motivated.  Extremely Mac-literate with strong skills in Quark, Indesign, Photoshop, Freehand, Illustrator and Acrobat. Good working knowledge of Dreamweaver and MS Office.
<b>Interests</b>	Cinema, music, food, basketball, printmaking, photography, drawing and travel.



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## Experience

<b>Aedas</b>	Printed materials for an architectural consultancy, including brochures, annual reviews, exhibition stands, internal communications. E-mail newsletters, PDF newsletters and re-design of aedas.com.
<b>Alwyne Estates</b>	New identity for North London estate agent, also marketing material and alwyne.co.uk
<b>AXA (UK)</b>	Brand definition and literature principles for UK division of AXA. Guidelines for print advertising, literature and style guidelines for consumer, business, IFA and staff communications.  axahome.co.uk - Creation and development of AXA UK's on-line home management portal, Included proposition and research work, subsequent design development and a set of on-line guidelines.
<b>BAA</b>	Internal communications for Heathrow Terminal Five. Included literature, display graphics, games and projected animations.
<b>Benoy</b>	Design of an architectural consultancy's website, Marketing materials and exhibition stands. Subsequently re-designed benoy.com to include a content management system.
<b>BP</b>	Internal communications detailing new working practices to directors, managers and staff. Posters, literature and interactive PDFs.
<b>CBRE</b>	Design of 'Life's a Pitch' an internal guide to winning new business in the property market. A series of travel guides covering CBRE's worldwide offices.
<b>Coca-Cola MENA</b>	Designs for Ciel table water and Cherry Coke. Set of on-pack promotional guidelines.
<b>EMI Music Publishing</b>	Concepts and design of a range of promotional CDs promoting EMI's back catalogue.
<b>Keningtons</b>	Corporate identity for a commercial property consultancy, application of identity on to keningtons.co.uk and marketing materials.
<b>KPM Musichouse</b>	Concepts and designs for CDs containing different genres of music from a music library.
<b>Liverpool Victoria</b>	Creation and development of brand identity guidelines and their subsequent application onto the With Profits Growth Bond suite of literature, and the consumer and corporate information sections of liverpool-victoria.co.uk. Rationalised and re-branded Liverpool Victoria's recruitment literature.
<b>Lloyds TSB</b>	Branch managers current account sales toolkit designed in new corporate style, included illustration concept and commission.
<b>London Transport Museum</b>	Concepts and design of merchandising materials to be sold in the museum shop. Included stickers, stationery, toys, posters, colouring books and t-shirts.
<b>Ofcom</b>	Literature guidelines and designs for the Office of Communication, the broadcasting industry's regulatory body. Design and production of environmental graphics for the interior of Ofcom's headquarters.
<b>smarterwork.com</b>	Corporate identity for an internet start-up company. Logo, stationery and promotional materials.
<b>Unilever</b>	Marketing materials and items of internal communications.
<b>Wimbledon Lawn Tennis Museum</b>	Exhibition graphics and promotional materials for new museum. Included wall panels, display cases, and environmental graphics. Advised and liaised with other members of the project team (audio visual and interactive designers) and suppliers.