



## GRAPHIC DESIGNER

With 7 years experience  
Based in South London

# Kevin Sparrow

WWW.KEVINSPARROWDESIGN.CO.UK

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A fun-loving, enthusiastic and very driven graphic designer from South East London with a passion for logo & branding design, advertising and UX & UI design

## 0.1 Contact

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## 0.2 Education

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### 2010 BA HONS, GRAPHIC DESIGN

2006 UCA, Epsom

I furthered my education of design under the watchful eyes of many fantastic tutors and eventually graduated with a 2.1 BA Hons Degree in Graphic Design.

### 2006 DIPLOMA, GRAPHIC DESIGN

2004 Kingston College

I explored my interest in design and built my basic skillset whilst studying for my National Diploma in Graphic Design which I achieved at distinction level.

### 2003 GCSE EDUCATION

1999 Rutlish High School

I first discovered Graphic Design when I selected "Design: Graphic Products" at GCSE level. It very quickly became my new favourite subject and I earned a B grade.

## 0.3 Skills

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### SPECIALIST AREAS

Branding and corporate identity  
Advertising  
Brochures  
Editorial design  
Typesetting  
Conference materials  
Website design  
Email design  
UI & UX Design  
HTML and CSS experience

### SOFTWARE

Illustrator  
Photoshop  
InDesign  
Sketch  
InVision  
Flinto  
Mac OS  
Microsoft Office  
Sublime Text  
JIRA  
Traffic

**2018 OLIVER****2017 Integrated designer, Barclaycard**

Designer working for Barclaycard. As an agency working on site, we have been able to build and maintain a close relationship with our clients, across all 9 business units.

- Units included existing customer management, asset growth, acquisition, commercial payments, corporate comms and payment solutions
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- Design outputs include:
  - press, OOH, direct mail, email, product & partner websites, social media posts, and video storyboards
- This account has a high volume of work and has been built from a team of 10 to a team of 40
- I was accountable for filling in my own time sheets accurately in line with the scope of work billed to client
- I have maintained strong working relationships with colleagues of all skillsets such as art directors, creative directors, project managers, account managers, copywriters, animators, video creators and artworkers

**2017 PLAYABL****2015 Lead Designer**

Lead/senior designer for tech start-up, building a fan engagement apps for sports brands such as Chelsea FC and Real Madrid. Specifically this was for the user interface and UX design (including the consideration of habitual user behaviour and its link to psychology)

- Accountability for creative management of the project
- Management of a junior designer – including managing his time allocation & workload prioritisation, feedback and coaching of skills and ways of working
- Ownership of UI & UX design – required consideration of habitual user behaviour and its link to psychology
- Production of responsive designs. This required me to work closely with our developers to make sure any designs would be responsive to work on mobiles and also larger devices
- Further responsibilities included asset management & creation for apps for as many as seven different brands, the company's website and social media channels, along with management of a content delivery network

**2015 FREELANCE****2014 Graphic Designer**

Between roles I took on several freelance contracts in which I worked at a middleweight to senior level. I worked with agencies such as Porter Novelli, Westco design and Brand Brewery on a broad range of projects. During this time I:

- Worked closely with creatives of all levels, giving guidance and direction to junior and middleweight designers and also working under occasional supervision of creative directors
- Produced work for big name clients such as DHL, Rugby World Cup, Nivea, Harlequins FC, Southwark Council and Westminster Council
- Designed for a broad array of mediums including printed promotional goods, large format print, financial reports, social media campaigns, digital promotional pieces, advertising campaigns and client-facing reports.
- Was required to produce all of the above to an extremely high level of quality whilst in accordance to multiple brand guidelines

**2014 BRAND NEW DESIGN****2013 Mid-Weight Designer**

My time at Brand New Design not only allowed me to hone my overall design abilities but also to flourish creatively, due to the change in the design briefs given to me. Here I:

- Worked both independently and collaboratively with creative director
- Developed my time management and organisation skills due to working in such a small team
- Had to be able to adapt quickly to unforeseen increases in workload and remain flexible at all times
- Developed my written and verbal communication skills further as I became the main point of contact for our clients on many projects
- Was given a wide range of briefs to work to; which tested the flexibility of my design skills

**2013 PHASE II****2010 Junior/Mid-Weight Designer**

My first professional role and it was here that I gained a wealth of experience and knowledge that has become fundamental in my career. In this role I:

- Worked on a large variety of projects including; advertising campaigns, corporate & conference branding and editorial design
- Worked collaboratively in a team of four, offering new ideas and creative thinking
- Developed key speaking and listening skills with clients and co-workers
- Developed key time management and time-keeping skills
- Gave and received constructive criticism at every stage of the creative process
- Met tight deadlines without sacrificing the quality of my work