

BRONWEN HURFORD

I am a freelance Graphic Designer living in Dunedin, New Zealand where I have a home studio. I have spent more than 10 years freelancing in London and Auckland with local and international brands prior to moving to south. My experience includes branding design, print, conceptual mockups, front end web, EDMs and digital design.

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CLIENTS INCLUDE

Coca-Cola, McDonalds, Fliway, BDO, Halls, Nokia, Savills, Harper Collins, Gleneagles, BoConcept, Johnnie Walker, The Prince's Charities, Royal Mail, Sealord, Bison, MediaCom, Brolly Sheets, Heartland Bank, VW, Dove, PG Tips, Flora, Lynx, American Express, Glaxo-Smith Kline, Birdlife International, Danone, Pringles of Scotland....

SOFTWARE Adobe Cloud Photoshop, Illustrator, Indesign, Fresco. Procreate. Microsoft Powerpoint.

ECOMMERCE Squarespace, Shopify and Wordpress

MARKETING Mailchimp, Klaviyo

EMPLOYMENT

2015 - PRESENT

Freelance Graphic Designer (NZ)

Recent clients include TRA, Halls, Fletcher Construction, BoConcept, BDO, Nibblish, Brolly Sheets, Bison, LM Safety, Webtopia (UK), Parry Field, Roccabella, Uha, Dunedin Craft Distillers plus stints with True, Bobs Your Uncle and Big Communications.

APR 2014 - NOV 2014

Buffalo & Co Senior Graphic Designer (Ak)

Working with small team to deliver advertising and design including conceptual work, TVCs, branding and print for clients such as Fliway, Heartland Bank, Augusta Capital and The Olympic Committee - see decemberandco.com for reference from Director, Tim Barry

FEB 2014 - APR 2014

Freelance Graphic Designer (NZ)

The Hatchery Conceptual ideas for Griffins inhouse marketing and dialogue with employees

Essence Comms Conceptual mockups of print media for various clients

Fuel50 Branding development for inhouse

OCT 2013 - FEB 2014 TRAVELLING

JUN 2010 - OCT 2013

Freelance Graphic Designer & Art Director (London)

MediaCom London

- 'Permalancer' working over 3 years with Global and UK marketing department
- Visualisations for pitches, print design of client yearly annuals, presentations of data using infographics, dressing of rooms and MediaCom office interior, design of marketing merchandise. Clients include VW, Now That's What I Call Music, Coca-Cola, EMI
- see decemberandco.com for reference from Global Art Director Sam Learmonth

Inferno Advertising

- 3 months conceptual, branding and POS design work for launch of Nokia Lumia 800
- Visualising for advertising pitches including Dove, Lynx, Flora, PG Tips and Anchor Butter
- Branding design for Knorr and Bertolli guidelines
- Packaging design for Flora/xbox promotional collaboration

Tag Sony Print design for Sony Bravia product

WARL Print design for client McArthurGlen - designer outlet with 20 stores across Europe

Comic Relief 3 month contract doing creative idea generation, print concepts, logo development and brand guidelines for Sport Relief 2014 campaign

Harper Collins Conceptual design of book covers - for adults and children

Baber Smith

- Print and digital design for client American Express
- Design of in-store material and digital design for shopping malls Centrale and Brentcross

Able and How Print design of booklet for leaders of international communications client QTEL

AgeUK Print and conceptual design for Virgin London Marathon and other campaigns

Futerra Conceptual design, branding and print for Birdlife International, Danone and others

Cubo Brand Communication Print and digital design for new launch product Zeo and exhibition design for Douwe Egberts

Rare Conceptual and print design of book representing 10 years of Rare plus other work

Hill&Knowlton Visualisations for use with powerpoint on pitches within marketing department

Red Graphic design of print marketing material for client Glaxo Smith Klein

AKA Regular print and digital design of promotional materials for Westend and Broadway

Other companies worked for while freelancing in London include: **New Moon Film & Television, Pringle of Scotland, Channel 4 TV, Relish, TSC Europe, Energy Live, 1000 Heads, MRM Meteorite Ltd, Ignis, Inside Mobile, Energy Live, Noah, Straight Edge, Petrol London, Astley Clark**

JUN 2008 - MAY 2010

Sedley-Place Design, London Multi-disciplinary Graphic Designer

Working within long established 2D and 3D company as part of a team and on self led projects for print, packaging, digital signage, branding, interiors and web design. Liaising with clients and direction of production team including animators, photographers, art workers, web designers and other collaborating design companies. Clients include Diageo, Coca-Cola, The Gleneagles Hotel, Cadbury Cocoa House and Savills.
- references available from former Design Director, Rupert Denyer, and Digital Director, Togs Dalton at decemberandco.com

MAY 2007 - JUN 2008

Keith Williams Architects, London Graphic Designer & PA to Design Director

- Print design for entry into European and International Architectural Competitions
- Compiling visual reports for clients and liaising closely with the firm's Design Director.

2003 - MAY 2007

Self employed in Auckland, New Zealand

- Running my own clothing and design company with two labels; design including clothing, accessories, branding, screen-printing, photography, print and digital. Marketing of labels throughout NZ. Working closely with tight team of pattern makers, sewers and other collective members.
- Set up collective 'Random Collective' with joint ownership of shop gallery and studio.
- Hosted and partook in numerous exhibitions; both solo and group
- Event Management of a multimedia group exhibition 'Relevant' involving more than 40 artists, musicians and technicians. Attracted an opening night crowd of more than 400 people.

2000 - 2002

Worked in Film and TV industry

EDUCATION & TRAINING

September 2007

Graphic design course at Central Saint Martins College of Art & Design London

June 2003

Documentary production course

April 2003

Awarded a New Ventures grant to set up my own small design business

1996 - 1998

Graduated with Arts Degree in film and media, Auckland University, Auckland, NZ