

Sarah Adams is a Graphic Designer, and this is her CV.

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DOB: 29/04/88
Status: Graduate BA(Hons) First Class

Profile:

Recent graduate from University College Falmouth with strong interests in packaging, fashion, editorial and typography. I have a passion for good design and attention to detail and enjoy working within a team as well as being able to take responsibility in leading one. I am also interested in the sociology and semiology of how we communicate and create social identities through the way we present ourselves with fashion and consumer products and how as designers we can have the power to support or change this. For me design is about communicating ideas to an audience in an appropriate way without them necessarily knowing how they are receiving the idea – great design, to me, should be as invisible as possible.

I see myself as a confident and mature individual who is always up for learning something new, travelling and experiencing new surroundings and cultures.

Skills:

- Mac & PC operating systems
- Indesign
- Photoshop & Bridge
- Illustrator
- Dreamweaver
- Flash
- Film & Digital Photography
- Packaging mock-up construction
- Leadership & Teamwork

Education:

- *University College Falmouth (2007-2010).* BA(Hons) Graphic Design – First Class Honours.
- *University College Falmouth (2006-7).* ABC Foundation studies in Art & Design – Merit.
- *Truro College (2004-6).* A Levels in Photography (A), ICT (A) & Textiles (B). AS Level in Fine Art (B), General Studies (A).
- *Plymouth High School for Girls (2002-4).* 10 GCSE's.

Design work/placements:

- *(26th July-27th August 2010) The National Lobster Hatchery, Padstow*

Five week placement working as an in-house designer for The National Lobster Hatchery through the Unlocking Cornish Potential Graduate Scheme. Worked on several marketing projects, advertising and improving gift shop stock. It was a great experience in learning to listen to the client's needs and working within existing brand guidelines and tight budgets.

- *(17th-28th August 2009) Coley Porter Bell, London*

Two week placement working at an agency that focuses on branding and packaging design. As well as making many mock-ups for clients, I also worked on a luxury smoked fish range that was an extension of an existing brand for an exclusive Irish island, Inishturkbeg. I worked alongside the designers and it was an invaluable experience to see how the industry works and how to work quickly and efficiently.

“We all very much thought you were brilliant and your crafting skills exceptional.” Kylie Mordle, Designer at CPB.

- *(Feb 2008) New York Fashion Week, NYC*

In 2008 I travelled to New York to work in Fashion Week with photographer Nickolas Frantisek (Runway Chic Magazine) where I was responsible for transferring and editing images from the catwalk shows. I have a big interest in the fashion industry and this gave me a first hand experience of it as I also had the opportunity to see some of the shows.

Recent project titles

- Ethical and Sustainable fashion branding for the high street.
- D&AD packaging brief for Quaker Oats.
- RSA stamp design competition on biodiversity.

Work Experience/transferable skills:

- *(2007-present) Morrisons Supermarket* - Part-time Checkout Operator. Established skills in customer service, people skills and time management. Also I find it makes me more aware of point of sale, and the power of branding, packaging and product placement.

- *(2006-present) Student Ambassador* - Since starting at Falmouth, I frequently work for the college as a student ambassador, giving campus tours, representing the college at Open Days and University Fairs and also working with Widening Participation, going into schools and working on art days or talking to them about university and their options.

- *(Sept 2008- June 2009) Student Mentor* - I have been a mentor for Foundation students as well as some Graphic Design first year students. My role was to be a port-of-call for students who needed advice or had concerns as well as contacting them before they arrived at university to make them feel welcome.

- *(2008) Christian Union Secretary* - I was on the CU leadership team for a year where I was given the role of helping to organise events and meetings as well as booking speakers and rooms. This helped me to develop my skills in time management and organisation and working within a team.