Dawn Bowen.
BA Honours Packaging and Branding / Graphic Communication.

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Area based: Gloucestershire

Profile:
I have worked within various industries as a designer since 2005 with my background being predominantly within graphic design, packaging design, packaging management, structural packaging design, product design, branding & print.

Key Skills

- Product Design
- Structural Packaging Design
- Branding Design.
- Graphic Design
- Excellent presentation skills.
- 3D Design (Trained to 3D level in Auto Cad)
- Trained to work on the specialist-packaging program Impact Cad.
- Trained on Zund cutting machinery to cut complex packaging cutters.
- Excellent communication skills.
- Marker Visuals/ Hand Drawing.
- Problem solving.
- Flexibility and being able to adapt.
- Commitment and motivation.
- Digital Photography and photo manipulation.
- Excellent model making skills.
- Proof Reading for pre-production
- Project Management Skills
- In depth knowledge of print production

Systems Used:

- Illustrator
- Photoshop
- Dimension
- In Design
- After Effects
- Microsoft Word
- Power Point
- Excel
- Impact Cad

Career summary:

Business Owner - Creative Designer
November 2016 – Present

In November 2016 I founded my design business in order to diversify within my field. Broadening my knowledge and learning new skills was my goal as well as building a business. Since 2016 I have worked with a wide array of clients within drink, food, cosmetics and much more.

I have a lot of experience within the print industry setting up artwork and cutters for packaging, POS, advertising, signage and much more. During this time I have also worked on many large brands including Hovis, Thornton's, Mrs Crimbles, Lindt, Clipper Tea and many more.

My work has been filled with various projects and each one very different.

Lifemarque
Product Designer May 2014 – June 2016

During this role I worked as the product designer for a brand within Lifemarque called Little Life. www.littlelife.co.uk - Little life produces several products for a target audience of toddler's right through to pre-teen.

My role was to design and develop products from concept through to production following on from market research and trend analysis. I worked closely with Disney and Marvel and have created several Disney products tailored to their needs such as a Dory and Nemo Swimpak and Olaf toddler daysack. Another side of my role was designing child carriers and creating new concepts for a travel cot which is under development as well as other products.

I worked on constructing packaging for the products and produced concepts, final design specifications and bills of materials for new products under the Little Life brand and managed the product development closely with several factories in China.

Harrods
Packaging Designer/Structural & Graphic Feb 2013 – Feb 2014

My position during this time was to work on many of the existing brands within Harrods and provide artwork for print and production. I was required to resolve any issues within the print process and store environment such as how the product will pop and stand out on shelf and appeal to a certain audience.

I created new concepts for product ranges throughout the store paying attention to target markets, budget and the consistency of the Harrods brand. I worked alongside a team of packaging designers who also worked on various pieces of artwork.

During this time, I worked heavily with designing the embossing of tinned products to work with printed applications and gold/silver foiling I also worked with bespoke card packaging design for the food hall.

Overall, my role was packaging designer for the food hall however there were often requests for other sectors of packaging within the store.

WK Thomas/Bunzl
Structural Packaging Designer/Design Manager 2010 - 2013

- Producing packaging samples to try out various materials and designs.
- Running production trials and tests to make sure the packaging is safe.
- Meeting with production line engineers to work out the best way to produce the
- packaging.
- Management and creation of artwork, making sure it fits in with the client's marketing and
- branding schemes for the product.
- Checking all artwork is ready for print production.
- Making changes as required by approving authorities.
- Making sure final product samples are up to client's expectation and ready for sign off.

Key Considerations:

How the end user will interact with the product: ease of use, readability, storing and handling, opening and disposing. I had 3 users to consider during the design process: **1)** the food packers, **2)** the cabin crew and **3)** the end user.
How fragile the product is and how much protection it needs.
Possible reactions to light, moisture or materials within the packaging.
The conditions it may be subjected to during transportation such as stowage.
Legal requirements, for instance accurate labelling and material for safe packaging of consumable goods.
Production costs, simplicity to minimise cost, speed of production and number of suppliers involved.

I also managed the design and production of the yearly exhibition:
Stand design from concept to production. Sourcing suppliers to manufacture the stand units/ backdrop, changes each year. Creation of all technical drawings for manufacturing. Creation of all graphics on the units and backdrop. Design and development of a new range of innovative packaging and products for launching during the exhibition.

Markwins International. Markwins Beauty Products 2006 - 2009
Graphic Designer/Packaging Production Artist/Structural Packaging Designer

Responsibilities included the development of structural packaging and artwork for beauty product ranges throughout Western Europe and the UK as well as aiding the development of the overall corporate image. My main duties were to produce all the packaging and artwork for all the brands within the company. I completed product artwork right through to designing point of sale merchandising stands using card construction.

Customers have included, Next, Tesco, Asda, Boots, New Look, Debenhams, BHS, Lloyds Pharmacy etc. This was a varied role including: advertising, structural packaging design, cardboard engineering, artwork produced in various languages, presentations to clients, digital photography, photo manipulation, model photography and airbrushing, technical drawing for trays and stands and cosmetic gift sets, liaising with China and improving communications, legal systems for packaging regulations, website development, branding, packaging development for various other countries, advertising, brochures, catalogues and marketing material needed for Western Europe.

Achievements have been developing and building one of the main core brands for the UK. This involved taking an American brand and evolving it to become more suitable for the UK target market.

Room 58 – 2005 – Junior Graphic Designer

Finishing my degree in 2005 I approached room 58 for my first junior full-time role.
I worked on branding projects and website development as well as being given the opportunity to work on projects for Harley Davison. I produced guidelines, drawings for presentations in Barcelona and worked on several other projects around the Re-branding launch.

Beacon Branding Nyack, New York Graphic Designer/Intern New York June 2005 –July 2005

At university I worked as an intern for 4 weeks.
I commuted everyday to a town called Nyack on the outskirts of New York up the Hudson River. I worked on various projects such as logos and creative ideas for packaging.

Training and Qualifications

Adobe After Effects Training (Certificated) - London

Dreamweaver and Web Design Development – BCOT
This course provided me with skills in dreamweaver in order to gain an understanding of how to put together web pages and implement graphics within them.

CIM Professional Diploma in marketing - BCOT
This course included, marketing planning, research and information, marketing communication and marketing management in practice.

BA Honours Packaging, Branding and Graphic Communication (Branding and Packaging Design) September 2003-July 2005 - The Surrey Institute of Art and Design.

"The philosophy of the course in graphic communication, packaging and branding is predicted on a breadth of creative opportunity within a consumer led society driven by print, screen and three-dimensional form. You are encouraged to develop personal approaches to diverse, multi layered and complex communication problems across a wide range of graphic media." The Surrey Institute of Art and Design

Higher National Diploma 3D Design September 2001-July 2003 Swindon College

Drawing techniques and approaches: Pass Historical & Contextual Referencing: Merit Properties or 3D materials and Media: Pass 3D Technology & Processes: Merit Professional Studies: Merit
Computer Applications in Art and Design: Merit Design Method: Merit
Application of computer aided design (CAD): Merit Professional Practice and Development: Pass Specialist 3D Materials: Pass
Design and Function: Merit
Visual & Personal Presentation: Merit Marketing: Distinction
Packaging: Merit
Visual Communication: Merit.

GNVQ Art and Design Advanced. Equivalent / 2 A levels September 1999-July 2001 Gloscat College

2D Visual Language (Advanced)
3D Visual Language (Advanced)
Working with media, materials and technology (Advanced) Historical and contemporary Contextual References (Advanced) Business and professional practice (Advanced)
Working to self identified art briefs (Advanced)
Working to set design briefs (Advanced)
Presenting work (Advanced)
Application of number (Level 3)
Communication (Level 3)
Information technology (Level 3)
Extend 2D Visual Language (Advanced)
Extend 3D Visual Language (Advanced)
2D Visual language used by others (Advanced)
3D Visual Language use by others (Advanced)
2D Projects (Advanced), 3D Projects (Advanced)
Design Processes in Graphics (Advanced)
Career Development Within any GNVQ sector (Advanced)
General National Vocational Qualification

Art and Design Intermediate
September 1998-July 1999 Gloscat College Gloucester