

Personal:

D.O.B: 20/07/73

Nationality: British

Contact:

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✉ chris@chrisparkerdesign.co.uk**Social:**[linkedin.com/in/christopherparker1](https://www.linkedin.com/in/christopherparker1)**Address:**3 Malvern View
Lineholt lane, Ombersley
Worcestershire WR9 0JZ**Achievements:**

Design achievements to date range from high profile print design for Habitat, award winning packaging for The Feel Good Drinks Company, art directing a large POS campaign for Coca Cola UK and logo identity design for Galaxy FM.

Agency achievement of pitch-winning designs at WAA (Habitat, Avis & Spirit

Health Clubs). Maintaining the Senior Design position at WAA and the head of a creative design team at PCC Cheltenham.

Since working for myself as a freelancer I've helped to create new brands and generated increased business for many happy clients.

chrisparkerdesign.co.uk/#testimonials

Awards

- Packaging and print award (Bertys Ground Coffee, Moscow)
- 'Shine' Award for design on glass (The Feel Good Drinks Company)
- 'Cream' Award for brand comms (Dr Pepper)

Employment History**Founder**

Newbe Limited
Ombersley, Worcestershire
June '07 - Present

Creative Consultant

Breed Consulting
Nov '16 - Present

Responsibilities

Currently working as a freelance creative designer specialising in branding, packaging, website design, social media and photography for a wide range of clients and industries.

My role involves managing projects from concept through to delivery, combining creative thinking with practical problem solving and strong client communication. I adapt quickly and produce effective design solutions across both print and digital platforms, with a strong emphasis on understanding each client's business in order to strengthen brands and deliver meaningful results.

Senior Designer

WAA Chosen
Sutton Coldfield, West Midlands
Aug '05 - June '07

Senior position in the creative team of art directors and copywriters tasked with the creation of launch, identity, campaign and strategic design solutions for major brands. All creative governed by precise strategy for TTL and digital communications. Client list: Habitat UK, Avis, Jaguar, Sony Europe, Spirit Health Clubs, Chelsea Building Society, Twyford Bathrooms, Telford Shopping Centre and House of Fraser.

Art Director / Senior Designer

Pritchards Creative Communications
Cheltenham, Gloucestershire
Aug '97 - Aug '05

The complete creative process from initial brainstorming of conceptual ideas, to the execution of marker pen and mac visuals, through to the design and full client presentation - full artworking of designs to completion. Client list: The Feel Good Drinks Company, Tiger Beer, Bottle Green Drinks Co, Coca-Cola GB, KP Foods UK, Kraft Foods UK, CNN International and The Royal Mint.

Graphic designer / Artworker

PGL Travel Ltd
Penyard Lane, Ross-on-Wye
Sept '95 - Aug '97

In-house designer at the head office. Responsible for the design, illustration and artwork of brochures and all associated travel and tourism literature, (stationery design, forms, vehicle graphics etc). I was also responsible for art directing photo shoots for company brochures at locations in the UK and France.

Artworker

Carfinder, Gloucester
July '95 - Sept '97

In-house artworker responsible for the preparation of traditional 'camera-ready' artwork paste-up of advertisements and page layout of the weekly publication.

Education & Qualifications**University of Portsmouth**

Design & Communication

Sept '92 - July '95

Cheltenham & Gloucester College of Higher Education

National Diploma in Foundation Studies in Art & Design

Sept '91 - June '92

Sir Thomas Rich's School Gloucester

3 A levels, 8 GCSEs

Sept '84 - July '91

Personal statement

Graphic design and visual communication have been central to my life from an early age — from studying art and design at school and university, through agency life, to eventually building an independent creative career working with a wide range of clients and organisations.

Over the years I have designed for businesses ranging from start-up brands to major organisations including NHS trusts across the West Midlands and London. My experience spans branding, advertising, print, web design, photography, social media content and digital publishing. I have worked both within creative agencies and independently, collaborating closely with clients, marketing managers, copywriters, developers and other creative professionals to deliver clear, effective communication across both traditional and digital platforms.

Having worked through major shifts in design and technology — from darkroom photography and pre-digital paste-up to modern web publishing, animation and drone photography — I have always enjoyed learning and adapting. I am highly software-literate and largely self-taught, with a genuine enthusiasm for new creative tools and evolving forms of communication.

What continues to motivate me is the belief that good design has a positive role far beyond surface appearance or visual trends. Effective design improves how people understand, navigate and experience the world around them. It can be found in everything from transport systems and road signage to magazines, household products, digital interfaces and public information campaigns. Good design can change perceptions, give language and rhythm to public life, make complex information memorable and continue doing its job clearly and effectively years later.

After many years working in design, I still approach new briefs with the same energy and curiosity that first drew me into the industry. I value ideas, clarity, craftsmanship and communication, whether that is helping a new business venture find its place in the market, supporting a major company rebrand, or creating promotional material for a local school fundraising event. Whatever the scale of the project, the aim is always the same — to connect with people in a meaningful and effective way whilst creating work that remains purposeful over time.

Outside of my creative work I'm a husband and father of two, who enjoys classic cars, snowboarding, cooking and socialising.

Referees

Mark Pritchard, Managing Director

Pritchards Creative Communications
Balmain NSW 2041 Australia
✉ mark@pritchardscreative.com
☎ 04 5250 9215

Jacqui Lennon, Managing Director

WAA Chosen
Sutton Coldfield, B72 1SY
✉ jacqui.lennon@waa.co.uk
☎ 0121 667 9058

Lisa Webb, Owner

Breed Consulting
Prospect Lodge
Higher Park Road, Braunton
Devon, EX33 2LG
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Liz Abbiss (PGDip CIPR), Director of Communications

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Russells Hall Hospital,
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