

# James Evans

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www.jamesevansgraphics.co.uk

## PROFILE

James Evans is a Bristol-based graphic designer— specialising in the fields of print and digital design, artworking and marketing.

His approach consists of an explorative process: primary and secondary research; concept generation and art direction. Building relationships with clients to understand their needs; working together with them, using design to help them change and realise ideas.

## EDUCATION

University of the West of England, Bristol  
BA (Hons) Graphic Design  
2013–2016  
Result: 2:1

Hong Kong Polytechnic  
International Study Placement  
Graphic Design  
07 January 2015 - 28 Apr 2015

Bristol Cathedral School  
Graphic Design A-Level  
2009–2011  
Result: A

## TECHNICAL

Proficient in: InDesign, Photoshop, Illustrator, Mail Chimp, Google Web Designer, Sprout Social, Photography, Premiere Pro, Screen Printing.  
Growing knowledge in: Adobe Dreamweaver, CSS, HTML 5, Lightroom.

## REFERENCES

Saxon Brands  
Name: Darren Willmott  
darren\_willmott@yahoo.co.uk

University of the West of England  
Name: Colum Leith  
Colum.Leith@uwe.ac.uk

## EXPERIENCE

### Saxon Brands

Graphic Designer Nov 2019 - Ongoing.

Saxon is one of the UK's leading suppliers of automotive aftermarket lifestyle products. Their portfolio of brands includes Little Trees, WD40, McLaren, Stoplock, Sakura, the AA and CTEK.

Responsibilities include: Packaging design, product/brand identity, internal/external advertising campaigns, web design and content management. Product concept creation including product mockups, packaging prototypes and multi-level sign offs. Producing innovative artwork for social media, catalogues, promotional mailers & monthly emails. Key liaison with 3rd party print management, web management and brand owners. Ensuring work is carried out to company standards and brand guidelines.

### Carbase

Graphics & Marketing Executive Oct 17 - Nov 19

Carbase is an award winning rapidly developing Car Supermarket in the South West with over 2000 cars/vans in stock.

Responsibilities include: Managing projects for a range of marketing and events, ensuring the brand presence is maximised and strategic objectives are met. Produce designs for multiple marketing communications, both print and digital such as billboards, online advertising, buildings/vehicle signage, leaflets and brochures. Design, organise and implement email campaigns. Ensure that the website, digital marketing and display advertising are functioning to maximum efficiency. Design and curate content for social media, manage posting schedules, responding to messages and reviews.

### UK Media Solutions

Junior Graphic Designer Nov 16 - Oct 17

Responsibilities include: Graphic design work for varied clients including promotional materials, brochures, posters, flyers, business cards including design work for internal marketing. In addition, assisting the lead designer on more complex projects including close client liaison sessions to assure customer satisfaction. The role also included pre-press responsibilities such as, setting up files for print on various large and small format digital print machines and finishing such as guillotining, folding, binding etc.