



Robert Freeman

Velvetsoup Limited
t: 020 8989 6211 m: 07941 848 844

28 Cowley Road, Wanstead,
London E11 2HB

rob@velvetsoup.co.uk
velvetsoup.co.uk

Summary: A strong all-round artworker with over 20 years experience. Meticulous eye for detail and strong typography skills. Highly organised and work very well under pressure to tight deadlines. I am skilled in all aspects of print and digital based design, using Indesign, Photoshop, Illustrator and Dreamweaver to a high level.

Experience: Freelance 2009 – Present day | Position: Artworker / Retoucher / Digital

For over five years I've been working as a freelance artworker based in London. I have worked with a number agencies and studios as well as my own clients, working across all forms of print and digital communication: McCann Erickson | Publicis | Saatchi | TAG | Hogarth | WARL | Imagination | Ted Baker | Body Shop | Table 19 Truly London | Steam | Mother | Elvis | McArthur Glen | Adstream | Brand Union | Moving Brands | TMW

Steam 2007 – October 2009 | Position: Artworker / Retoucher

A promotions led agency specialising in FMCG. My role would include colour correcting and composition, artworking from rough or mac visuals to final print and working closely with the studio manager researching and maintaining current software and hardware to better develop the studio. Work would range from POS, DM, packaging, posters, leaflets, national and regional press ads. Clients: Heineken (Fosters, Kronenbourg, Johnsmiths), Jygsaw (McEwans, Woodpecker and Scrumpy jack), Ladbroke and Lidl.

Smarter Communications 2005 – 2007 | Position: Creative Artworker / Retoucher / Digital

A full service agency, specialising in the travel sector. My role was to work with speed and accuracy with our creative director, art directors, designers and copywriters to produce quality artwork across all media. From initial concept scamps or rough visuals. Work would range from national and regional press, posters, leaflets, POS, packaging and digital. Clients: Fred. Olsen, Travelbag, Ebookers, Lastminute, Port of Dover, Macdonald Hotels, India Tourist Board and Isle of Man.

Carney Richardson 2003 – 2005 | Position: Creative Artworker / Retoucher

Duties included artworking from scamps or rough layouts following strict styles and guidelines. Work would range from POS, packaging, posters, leaflets and national and regional press. Repro was all in-house, which would include proofing and retouching for final print. Clients: Aldi, Safestore, Homebase, Vianet and Nicotinell.

Asset Graphics 1993 – 2003 | Position: Cromalin Operator / Artworker & Retoucher / Scitex operator

As a Junior I started as a Cromalin Operator and worked my way up to Mac operator and gained vast experience needed in the design and repro environment taking rough layouts or adapting previous artwork to preflight and send to our ad delivery systems, either by ADS, Quickcut, Adfast or to output to film and proof to spec. I worked and oversee our Bureau Department which gave me added responsibility and valuable experience in project managing. I liaised with repro houses, printers and publication staff on a day to day basis to ensure the smooth trafficking of all work. Work would range from brochures, Report and Accounts, exam papers, packaging, POS and national and regional press ads. Clients: Rover, Citroen, British Gas, British Airways, Vodafone and Erickson.

Skills & Training: Skills:

Heavyweight artworking, pre-press / print production, retouching & compositing, schedule and workflow planning, Web design and development and OSX Technical support.

Training:

HTML/CSS/Database. Cromalin Europrint. City and Guilds in Graphic Design.

Software and hardware:

- Quark
- Indesign CC
- Illustrator CC
- Photoshop CC
- Flash CC
- Dreamweaver CC
- Office
- Acrobat
- Ad delivery Systems
- Scitex & Brisque
- OSX
- Digital Cromalin

Interests: Learning Web Design and Development, Producing Music, DJing and organizing music events and playing sport.