

FULL NAME David John Shefford

MARITAL STATUS Married with two children

NATIONALITY British citizen

DRIVING LICENCE Full

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ACCOMPLISHMENTS Led the re-launch of Citibank's International Personal Bank sub-brand.

Proactively sought new and more cost effective suppliers and strategies for retail branches (started process of replacing static posters with high resolution plasma screens in branches at a cost saving and achieving more stand-out). This project wasn't briefed out to me. I recognised the deficiencies in the existing system then sought out an alternative.

Doubled Citibank's response rate on statement inserts by simplifying and adding clarity to the design.

Oversaw major re-design and production of Norwegian Cruise Line's main brochure.

Designed and produced the re-launch edition of Feng Shui for Modern Living magazine.

Developed a suite of highly recognisable collateral for the John Kobal/National Portrait Gallery Photographic Award.

CURRENTLY Freelance Graphic Designer

Having chosen to take voluntary redundancy from my last position at Citi I have been working for design consultancies, in-house studio's and direct to clients on a freelance basis.

CLIENT LIST Societe Generale Private Bank, Schrodgers, Credit Suisse, Deutsche Bank, Rutter Associates, Dialogue Solutions, Richmond & Twickenham Jazz Club, Dance Fusion and Steve McDonough Photography.

SKILLS

- Delivery of strong design and conceptual ideas
- Ability to develop a brand and control it's use by ensuring a common understanding and compliance to brand guidelines
- Excellent typography and good eye for fine detail and consistency of the written word
- Proofing before and after pre-press (reading, re-touching, colour control and artwork flight checking)
- Liaison with suppliers (photographers, illustrators, printers, pre-press, advertising agencies)
- Management of projects to budget and deadline achieving sign off at each stage
- Commitment to excellence working beyond normal hours when required to meet deadline.

SOFTWARE (MAC AND PC)

- QuarkXpress 7
- Adobe Creative Suite 4: Acrobat, Illustrator, Photoshop, InDesign and Dreamweaver
- HTML
- CSS
- Adobe GoLive
- Microsoft Word, Excel and Powerpoint.

JULY 2003 TO AUGUST 2008

Citibank International plc, LONDON E14

GRAPHIC DESIGNER Created a consistent brand by implementing new guidelines from Citibank's global design agency across main 'blue brand' and several sub-brands. Regular updates for all point of sale and accompanying collateral seen in all Citibank branches. One-off exhibition stands, press advertising, direct mail and statement inserts. Support and collaboration with advertising agencies (Harrison Troughton Wunderman and Publicis) on concept and production.

JUNE 1998 TO JULY 2003

Freelance

GRAPHIC DESIGNER Worked for several design consultancies (on site and from home) on a mixture of long and short term projects mainly for the travel industry, managing jobs from concept through to production.

CLIENT LIST Citibank International plc, Norwegian Cruise Line, Hyatt Hotels, Travelclass, Travelscene, Acorn Adventures (travel brochures), Greene King and Browns Restaurant (identity and brochures). Worked as sole designer on the re-launch edition of Feng Shui for Modern Living magazine.

FEBRUARY 1990 TO MAY 1998

Sherwood & Company, LONDON EC1

GRAPHIC DESIGNER Designer/Art Director utilising a large team of artworkers, photographers, stylists and set builders. Working on projects from concept through production to final delivery.

CLIENT LIST The Carlson Marketing Group, The Health Education Authority, The Children's Channel, (customer brochures), Verco, Sony, Granada, Debenhams, Selfridges, The Dixons Stores Group (retail brochures), The Natural History Museum, The John Kobal Foundation (event programmes), DeWalt (technical brochures), Barclaycard, Scotts of Stow (direct mail) and IPC Magazines Group, The Observer (sales promotion).

David Shefford
graphic design

DESIGN EDUCATION

Barking College of Technology.

QUALIFICATIONS

College Diploma in Graphic Design (with credit).

City & Guilds of London Institute certificate in Design for Printing (two passes and one credit).

REFERENCES

Daniel Sector at Citibank International plc.

Melvin Rutter at Rutter Associates Design Consultants.

INTERESTS

Windsurfing, travel, walking, music, reading and design/art.