

An established senior designer with extensive experience of the creative industry, encompassing a broad range of creative skills covering many disciplines across print and digital. I will approach a project with effective conceptual thinking (via a pencil) and intelligent analysis, linked with thorough visualisation and presentation. Working methodically but always ready for inspiration to arrive from the world around, I am equally happy sharing ideas with a team or directly with the client.

PERSONAL DETAILS

Michael John Pett

Birth date 9 January 1974

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EXPERIENCE

Senior Designer | Sears Davies Designers

November 2013 – April 2019 (5 years)

Once again expanding my client base, I was able to apply my previous experience to the property and legal sectors. I continued to work on projects independently but still contributing to team-based presentations. Deadlines would vary from a one-day turnaround up to larger scale, pitch based timescales, with the creative applications scaling appropriately. Working alongside the creative directors, I took an active role in constructing pitches, helping to win new work and secure fresh opportunities.

Senior Designer | Sterling

November 2004 – April 2013 (9 years)

Working with an expanding, broad client base and with new opportunities presented regularly, I was able to inspire clients directly and deliver effective responses to their creative projects from briefing through to production. Guiding a design team, or working independently, I grew as a designer but also as a manager of projects. I would often be out of the office presenting my ideas to client groups and discussing development stages. As Sterling had an in-house production facility, I was also able to offer innovative production solutions, from print processes through to delivery channels as part of my creative responses.

Senior Designer (on Secondment) | The Confederation of British Industry (CBI) / Sterling

June 2009 – September 2009 (3 months)

Based upon my design and strategy work at Sterling, I worked with the internal design team at the CBI in order to assist in managing the rollout of the Marketing Communications review. Working in-house, I had direct contact with stakeholders on a daily basis, delivering creative solutions to their high profile projects, while at the same time guiding the creative output of the visual identity work I had begun with Sterling. This was a refreshing new perspective, working client side in comparison to my previous agency experiences.

Senior Designer | Design Presence

June 2004 – November 2004 (6 months)

Working alongside the owner of this startup company, I was able to take on a prominent role in client liaison and also the responsibility of a three-person studio. The spread of clients presented projects that allowed me to work up concepts independently and consolidate my creative abilities through the execution of those ideas. The company's successful beginnings and growth meant that it became a good prospect as a London office for Sterling (see above).

Designer | Davies Hodgson design

February 2001 – June 2004 (3 years)

This role expanded my all-round creative skills with the addition of online design including the design and build of websites. Taking on projects with a larger scope, and managing these from concept to production, I was able to take on more responsibilities such as print buying or sourcing paper stock.

Junior Designer | The Paul Martin Design Company

February 1998 – February 2001 (3 years)

My first industry role entailed taking on design briefs and turning them around from ideas creation through to producing artwork for conventional print and packaging. I was able to develop visualisation and presentation skills to present my ideas, communicating them to fellow team members. Contact with a variety of clients gave me an insight into the world of design with real timescales and budgets.

Providing solutions across a range of marketing communications, particularly enjoying branding and strategy, for a variety of business services, I am capable of progressing projects from initial briefing through to final production. Over time I have built up many client relationships and this has allowed me to inspire directly and deliver realistic, effective solutions. During my career I have been proud to work with CBI, CII, CIBSE, Ernst & Young, ICAEW, Legg Mason, Kaplan, MRS, NOP Research Group (now GfK NOP), Post Office Counters, Rathbone, RICS and UKTI.

PROFESSIONAL SKILLS

Print design	Art direction	Photo retouching	Packaging
Visualisation	Artworking	Animation	Copywriting
Concept presentation	Online/digital	Video editing	Proofing
Client liaison	Direct Marketing	Signage design	

CLIENT LISTING

30 Park Place Chambers	NatWest/RBS
AA Publishing	NHS
AQA	NOP Research Group (now GfK NOP)
Association of Colleges (AoC)	One Essex Court
Aviva Investors	Paragon Building Consultancy
Brent Housing Partnership	Post Office Counters
British American Business	Rathbone
Building Cost Information Service (BCIS)	Revcap
Castlebrooke	RICS
CBRE	Schroders
Chartered Institution of Building Services Engineers (CIBSE)	UKTI
Confederation of British Industry (CBI)	Union Street Partners
Cormack Advertising	The Wallace Collection
The Chartered Insurance Institute (CII)	West Thames College
Cushman & Wakefield	Westminster Kingsway College
Elixium/Tradition	
Essex Court Chambers	
Ernst & Young	
Falcon Chambers	
Farebrother	
ICAEW	
Kaplan	
Landmark Chambers	
Legg Mason	
Market Research Society	
Murrill Construction	

REFERENCES

Ben Tobin Creative Director Telephone +44 (0)7976 414 443 Email bt@searsdavies.com	Lance Hodgson Creative Director Mobile +44 (0)7850 892 741 Email lance194@gmail.com
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EDUCATION

BA Hons Visual Communications UCA Farnham / 1994 - 1997	A-Level Computer Science Queen Mary's College / 1990 - 1992
BTEC National Diploma Design UCA Farnham / 1992 - 1994	

SOFTWARE SKILLS

Print Adobe InDesign (CC 2024) Adobe Illustrator (CC 2024) Adobe Photoshop (CC 2024) Adobe Acrobat	Digital Adobe Xd Adobe After Effects (CC 2024) Adobe Premiere Pro (CC 2024)
Presentation Microsoft Word: Mac Microsoft PowerPoint: Mac	

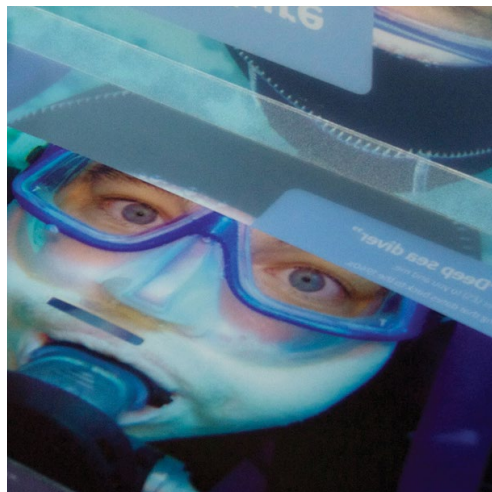
AT A GLANCE



The Confederation of British Industry (CBI)
Marketing Communications overview

The brief > The CBI were in the process of a Communications review, this included the visual identity and related collateral.

The solution > Working with consultative research findings and a communications audit, it was decided to refresh the CBI logo, giving it renewed prominence. The visual identity was updated, including a strategy for different channels of communication, based on the audiences being approached. All these updates were introduced by a board-level operational brochure and a toolkit for preparation of communications with designers.



Chartered Insurance Institute (CII)
Call centre induction packs

The brief > The CII wanted to target new starters working for call centres in the insurance and personal finance industries. They asked for a 'Welcome pack' that could be given away to individuals that would engage, inform and one day potentially create new members.

The solution > I devised a polyprop pack that contained informative booklets and a 'keepable' travel wallet. With bright and vibrant graphics and imagery derived from light hearted stories, these would appeal to a younger audience, and present a fresher face to these 'serious' career choices.



Legg Mason
Advertising implementation

The brief > Form and implement creative for a print and online advertising campaign.

The solution > Springboarding from an embedded visual language, a new set of four campaign creatives were devised to highlight current investment opportunities. The campaigns were then adapted to various offline and online applications including animated elements that were visualised on storyboards.