



# GEORGE DOWNES

GRAPHIC DESIGN & EDITING

## REFERENCES

### Rosie Warmington

Media Director | Freedom Media

T : +44 07494 104 853

### Matt Trotman

Sure Footed Media

T : +44 07568 640 992

## SOFTWARE SKILL

Adobe Premiere Pro

Final Cut Pro

Adobe Photoshop

Adobe After Effects

Adobe Illustrator

Adobe Lightroom

Logic Pro X

Adobe Audition

### Phone

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### Email

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### Address

126 Hinton Road  
Hereford, UK

## PORTFOLIO

🖱 [www.georgedownesmedia.com](http://www.georgedownesmedia.com)

## ABOUT ME

Enthusiastic graphics designer and image editor who loves new outlets of creativity. Skilled at creating a wide range of visual goals in digital spaces and for print, using the Adobe Creative Suite. Can translate other peoples' vision into the desired graphics and materials and is a versatile designer with talent for developing unique custom artwork. Thinks outside the box using illustration, text, effects and other techniques to deliver creative solutions for goals and concepts on screen, in print and beyond.

## WORK EXPERIENCE

2008-2022

**CREATIVE DIRECTOR** Freedom Media

2010-present

**FREELANCE** George Downes Media

- **Oversaw** design development from concept to completion, including branding graphics, print design and marketing collateral.
- **Created** quality, high-res digital image files for use in digital spaces and traditional printing methods.
- **Designed** engaging brochures, banners and signs for printing.
- **Archived** photographs on computers and servers, keeping secure image back catalogues.
- **Conceptualised** and designed music album artwork, book covers, event posters and 2D character designs.
- **Used** software for photo manipulation when there have been alterations needed or entirely new digital artworks.
- **Applied** lighting effects in Adobe Lightroom, creating moods and emotions to meet client specifications.
- **Scanned** physical photographs and drawings to digitalise them for use in on screen and printed designs.
- **Created** designs from scratch for large scale presentation backdrops.
- **Reformatted** and rearranged designs to different scales and ratios for use in different contexts.
- **Designed** branding packages for one-off public events.
- **Created** corporate branding, designing cohesive looks from logos to letterheads.
- **Headed up** brainstorming activities in team collaborations to generate high quality creative ideas for design projects.
- **Selected** appropriate tools and techniques to produce desired aesthetic effect.
- **Gathered** information from various content channels, using data to create graphics, animations and illustrations.
- **Created** a variety of design options for project leaders to give them clear choices towards a desired end result.



[linkedin.com/in/georgedownesmedia](https://www.linkedin.com/in/georgedownesmedia)

*Thank you for reading!*