

Pete McCabe

2003–2010 and 2012–

Freelance **artworker, designer, retoucher**, London

Studios including DDB London, Saatchi & Saatchi, McCann Erickson branches, BMB, Mother, Ogilvy, Publicis branches, and smaller agencies. Also contracts in-house in corporate offices

- Taking briefs from clients through to technically compliant artwork across most media and industries
- Quickly adapting to working with wide variety of clients, staff and systems

March 2010–May 2012

Senior Packaging Creative Artworker, Freeform London, London

Packaging, POS, advertising and marketing design, retouching and production to print on major international home entertainment and games account

- Creating packaging artwork with full range of special finishes, from style guide and technically poor files alone, with no technical or design oversight
- Creating new and adapted designs to local territory specifications. Proactive development of systems and processes. Proactive staff development

2001–2003

Senior Graphic Artist, Sydney, Australia

Design and artwork to print. Retail advertising, direct marketing and POS for multinational retail conglomerate, Yoogalu Pty Ltd (Harvey Norman)

2001

Freelance **finished artist, designer and retoucher**, Sydney

Mainly marketing and corporate design clients

1997–2000

Compositor and press ad designer, Townsville, Australia

Weekly free newspaper, the Independent News

1997

Production designer, Sydney

Magazine editorial and advertisement production artist, Vigo Publishing

1996

In-house **DTP and corporate designer**, Sydney

Sole in-house designer, Independent Medical Opinion

Software expertise in major applications: Adobe CS4 (Photoshop, Illustrator, InDesign, Acrobat, Bridge).

Other professional software experience:

QuarkXpress 7, Mac OS, Windows XP, MS Office, Macromedia/Adobe Freehand, Dreamweaver and Flash; Flight Check, Pitstop, Quickcut, Adfast.

Technical expertise: Special finishes (including inks, varnishes, emboss/deboss), cutters/dies, prepress, packaging, colour management, high-end retouching, systems and processes, style implementation, cross-platform, turn-ins/adapts, international territories, multi-page documents.

Design experience: Press advertising, publishing, direct marketing, advertorial, outdoor, POS, DM, packaging, corporate, branding, web, mobile.

Industries: Home entertainment & games, health, travel & leisure, employment, charity, motoring, FMCG, education, finance, government, electronics, luxury goods, B2B.

UK national, living in London, available to work anywhere in Europe.

English: native speaker, technical writing, copy checking.

Conversational **Spanish**, some **Dutch**, French, Italian, Danish, HTML, JavaScript.

Visualisation, representational and some technical **drawing skills**.

Some 3D/animation, IT, web production and camera skills.

44 years old, no dependants. I enjoy cycling, running, foreign language study, oil painting, mountaineering, watching football.

079 2294 1647

peter-mccabe@hotmail.com

http://graphic-design-.webs.com