



## Rory Lawrence – 28°UK

GRAPHIC DESIGN, WEB DESIGN, ARTWORK & IMAGE MANIPULATION  
// INTERACTIVE CAMPAIGNS, ADS, BROCHURES, POSTERS, BRANDING & TECHNICAL DESIGN.

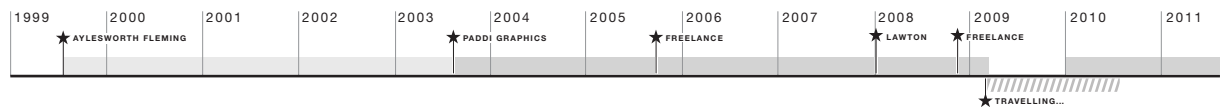


## CONTACT

UK +447923 126 456  
OMAN +968 923 05 103  
OZ +61(0)429583432  
NZ +64(0)226 804 262  
INTL +44(0)7924451394  
RORY@WAYMOBY.CO.UK  
WWW.WAYMOBY.CO.UK  
SKYPE RORY.LAWRENCE

## PROFILE

I'm a hard working innovative and ambitious individual. With ten years experience in advertising and design, I feel equally comfortable working within a team as I do alone. I make it a personal goal to constantly strive to achieve the highest quality of results possible. I am sociable, outgoing and love to broaden my horizons. I try to do this by learning whilst experiencing new situations and feel that working within foreign locations & cultures particularly exciting. I'm as eager to learn new techniques and improve my ability as I am to work within the constants of change.



## EXPERIENCE

- 2008-10 // 15M **Freelance International**
  - + Continuing to manage the expectations of several clients in the UK & Middle East, in particular a tourism operator and a boutique fashion shop.
  - + Contracted by HotCroc Advertising in Cairns, Australia – Re-designed two complete websites.
  - + Successfully designed, built and launched three websites of bands from the Cairns Region.
- 2008-08 // 10M **Head of Online Design** — Lawton Communication Group Southampton UK
  - + Responsible for insight, design and art direction across all online collateral – from banners to fully scoped out websites.
  - + A keen contributor to the development and growth of the department and overall creative output.
  - + Manage, develop, train, and motivate offline team members to encourage their interests in the online world.
  - + Actively identify, develop and deliver business development opportunities.
  - + Ensure the online teams work is 100% accurate and quality maximized.
- 2005-08 // 2YR **Freelance** — created WayMoby Bournemouth, Christchurch, Southampton & London UK
  - + I worked for no less than eight companies in two years with regular work from all.
  - + Building a freelance career while helping various clients realize projects from concept to completion.
  - + Customer service & human relations, client relations, project management.
- 2003-05 // 2YR **Graphic Designer + Studio Manager/Art Director** — Paddi Graphics Bournemouth UK
  - + Managed the day to day running of the studio.
  - + Worked closely with clients & 'artworkers' to manage all aspects of the projects.
  - + Designed & produced print & web productions from flyers to catalogues, brochures to online eCommerce solutions.

Managing Director + Art/New Media Director — Fuel Design Bournemouth UK

  - + Launched 'Fuel' as a sister company to Paddi Graphics.
  - + Designed & produced online applications, standards compliant web sites, and flash presentations.
- 1999-03 // 4YR **Graphic Designer & Artworker** — Aylesworth Fleming Bournemouth UK
  - + Designed bespoke property development brochures, concepts etc...
  - + Produced, edited & manipulated photographs and CGI, illustrations for use in bespoke brochure & web productions.
  - + Spearheaded/implemented a unique internal ad trafficking system.

**Graphic Designer & Artworker** — Aylesworth Flemming Bournemouth UK

  - + Produce highly detailed & strict brochure layouts & advertisements.
  - + Implemented studio artwork, filing & maintenance co-ordination procedures.
  - + Created an internal & external employee/client extranet for advanced media management.

**Trainee Graphic Designer & Artworker** — Aylesworth Fleming Bournemouth UK

  - + Produced highly detailed illustrated siteplans, floorplans and maps.
  - + Designed property development identities, brochures & apparel.
  - + Managed client media libraries.

## OTHER EMPLOYMENT

- + **Landlord** – Currently (5 years) – I rent my own home to 4 tenants & share facilities. Managing responsibilities, utilities etc.
- + **Magazine Photographer** – Photographing and reporting the nightlife in Bournemouth, interviewing competition winners and random public.
- + **Part Time Barman** – 6 months – Christchurch Ski Centre.
- + **Part Time KP & Waiter** – 1 year Mexican Restaurant El Gringos.
- + **Outdoor Event & Promotional Work** – Marquee Construction, Bar Work, Exhibition Hospitality.
- + **Bed & Breakfast** – Helped Manage.

## QUALIFICATIONS

- + **BTEC NVQ 2 & 3 Graphic Design** – Bournemouth & Poole College of Arts, Dorset, UK
- + **NVQ 2 – Computer Generated 3D Design** – Bournemouth & Poole College of Arts, Dorset, UK
- + **2 GNVQ's + 2 GCSE's ~ Engineering**
- + **8 GCSE's (A\*-C)** – Twynham Comprehensive School, Dorset
- + **Full Driving License** (no points)

## TECHNICAL

- + Advanced knowledge of Adobe CS4 InDesign, Photoshop, Illustrator, Flash, Bridge, Acrobat+Acrobat.com – currently learning After Effects & Premiere.
- + aswell as Mac OS 8 – 10.5 and basic knowledge of Windows XP
- + HTML, XHTML, CSS, Web 2.0 (Basic front-end hand coding)
- + Quark Express, Newtek Lightwave 3D 7.5

## INTERESTS

- + Travelling, Adventure Sports, Architecture, Art+Design, Photography, Coffee.
- + I like to keep up with the newest technologies, latest software updates, and new techniques & styles by up-coming designers, illustrators & directors.
- + Creating my own Café in my hometown, and a hostel in the Middle East.
- + Launching a new niche 'social' network and a digital file storage website.