



## Joseph Loudon

**“I provide bespoke design support to in-house design and marketing teams. I can play a support or backup role to your current design team or for specific projects.”**

I am an experienced freelance designer with over ten years experience working with SMEs, Blue Chip and Start Ups mainly in IT, Marketing, Retail, Design and Service industries.

I'm mostly asked to assist with Web Design, Landing Pages, Flash Animation, Presentations, PowerPoint, Banner Ads (Gif & Flash), HTML Email Campaigns, Microsites, Adverts and flyers.

Please visit <http://www.josephloudon.co.uk> to view my current portfolio.

### **Location:**

I often work onsite and also remote from my home based studio. My current commitments change often, so please contact me for the latest update.

### **Seeking:**

I am looking to expand my client base by providing bespoke design support to in-house design and marketing teams. If your company needs ad hoc design or even a quick update to the website or presentation, then I can provide a quick turnaround at competitive freelance rates. I hope you find the following information useful in your sourcing process.

**“If you are looking for a reliable and experienced freelance designer then please contact me today.”**

Recent Projects for:



Please visit <http://www.josephloudon.co.uk> to view my current portfolio.

**Software skill set:**

**Level:**

**Notes:**

<b>Photoshop</b>	Accomplished	Photo editing, image optimization, web visuals, image cut-outs etc.
<b>Illustrator</b>	Accomplished	Logo & Icon creation
<b>PowerPoint</b>	Accomplished	Professional Text, Image & Slide transitions with soundtracks. Branded design templates for presentations.
<b>Flash</b>	Accomplished	Product animations, banners and presentations. With <u>basic</u> Action script coding skills.
<b>Dreamweaver</b>	Accomplished	Using tables, CSS to control fonts, borders and building interactive forms, questionnaires, HTML. E-commerce* and PHP* event registration* and customer subscription solutions*. <i>*Working with third party coder</i>
<b>QuarkXpress</b>	Accomplished	Flyer & Business stationary layout.

## **Working Onsite** (freelance contracts):

I travel to work by train, so a central location is ideal (or a good transport link from the station).

## **Preferred Location:**

Reading >> Berkshire >> Central London

## **Length of Contract**

Flexible, however I welcome the opportunity to work with the same Company on a regular basis.

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## **Work History**

### **1995 – 1999**

I attended Reading School of Art & Design where I gained a HND in Graphic Design & New Media and added credits from my previous OU courses to gain a BA degree.

### **1999 – 2001**

I joined Viva Design Ltd, Henley on Thames, as a 'New Media Expert' for two and a half years. I left the company to set up on my own.

### **2001 – 2006**

I traded as Loudon Design for two years then formed Loudon New Media Ltd and run the company for further five years. During this time I employed three staff, an accountant and marketed my services to SMEs and start-up businesses.

I sourced my own clients through targeted marketing campaigns and via 'recommendations'. I visited clients, helping them to formulate a brief, offering advice on implementing design and onscreen solutions and setting budgets, whilst remaining proactive to ensure their image remained fresh and contemporary. I ceased trading October 2006 due to the relocation of two of my main clients and I felt the time was right for a change and took the opportunity to diversify my skills and experience through freelancing.

## 2006 – Present

I have been freelancing since Oct 2006. See 'RECENT ASSIGNMENTS'.

### Recent Assignments



Ongoing medium term contract at ILVA – where I create dynamic engaging flash animations and landing pages for the current range of products.



product range.

Ongoing ad hoc assignment at British Gas – Centrica, where I create web graphics for PPC Landing pages, flash banners for the HomeCare



visuals and layouts for user testing.

Web Interface Designer, where I assisted in sourcing content for the popular [www.yell.com](http://www.yell.com) website and liaised with the site search/statistics teams, providing



Short term contract at Zurich Insurance – Creative Agency based in Swindon. Creating multimedia solutions for the Company.



Ongoing adhoc design work for UpStage Ltd a successful event management Company in London – Providing bespoke event websites and html email campaigns.

## Additional Skills

- Poster Design
- Presentation soundtracks and sound effects
- Familiar with PC Hardware
- Comfortable using both Mac OS and Windows (XP) operating systems
- I can order domain names and setup hosting and email accounts.

## Relevant Qualifications

- BA Degree Graphic Design
- A' Level Art & Design
- O' Level Graphic Design
- CSE' Level 1 Art & Design

## Other

- 6 CSE's

### The Open University

- Social Science
- Environment
- Environmental Policies in an International Context

## Strengths

- I am good at thinking on my feet - and developing new ideas and concepts.
- I work well within a team and just as well on my own.
- I can attend client meetings with you and help formulate a brief and provide technical support.
- I am loyal and professional in my attitude to my work/client/employer and will go to great lengths to avoid letting people down.
- I have a Sony Vaio laptop and all the software I need.
- I recently upgraded my printer & scanner to the latest model.

## Interests

Surfing the internet, gadgets, cinema, travelling, music, concerts, cooking and writing science fiction.

## References (a list of referees and testimonials are available on request)

"All in all we think you have done a fantastic job of the branding and stationery; it is

everything we had hoped for - professional and clean!"

*Mitch Lincoln Director*

*Red Courier Ltd*

"We've worked with Joseph Loudon on a number of projects and have found him to be responsive, creative and easy to work with. More important in today's market, he keeps his promises and delivers on time and in budget."

*Andy Gilbert Business Development Director*

*Connection2 Ltd*

## Personal Development

I embrace the opportunity to learn new techniques and find better ways of doing things. The internet, styles and fashions are continually evolving and I regularly take time out to see what's new.

Thank you for your interest.

### **Joseph Loudon**

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