

DAVINDER GILL

ARTWORKER

PERSONAL SUMMARY

An accomplished packaging and point-of-sale artworker with vast experience developing a broad range of expertise having worked for some of the worlds largest brands. I have a track record of forging good relationships with colleagues and clients coupled with a proactive team playing approach. With a methodical and organised approach to my work, coupled with a positive 'can do' attitude, I can make a valuable contribution to any organisation.

CONTACT

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KEY SKILLS

PRE-ARTWORK

Checking supplied assets

Working to brand guidelines

Working to technical cutter specifications

ARTWORK

Creating and amending artwork

Image cut outs

Cutter development

Wet proofing files

Range reviews

Adapting design files

POST-ARTWORK

Pre-press knowledge

Basic repro knowledge

Creating mock-ups

Running GMG proofs

Pre-flighting and collection of files for output stage

SOFTWARE

Adobe Creative Cloud

Illustrator

Indesign

Photoshop

Microsoft Excel

GMG Proofer

WORK EXPERIENCE

Superior Creative Services. October 16 – October 21

- Responsible for creating print and digital collateral to be used in all Londis outlets.
- Involved in client meetings to discuss improvements in ways of working.
- Working to tight deadlines. If not adhered this could result in a knock on effect for the next promotion.
- Provide guidance and support to junior artworker.
- Manage and prioritising work load.

Maglabs. July 16 – October 16 (short term contract)

- Working on the Paramount account pre-flighting pdf files of latest DVD releases from different agencies around the world.
- Use of bespoke Paramount work flow software

Creo. September 15 – February 16 (short term contract)

- Creating artwork and visuals for 20th Century Fox and Universal Pictures for their new releases. Artworks consisted of floor stands, standees and bumper units to be housed in major retailer outlets such as Asda, Morrisons, Sainsbury's, and Tesco.

Magnet Harlequin. March 11 – August 15

- Primarily focused on the production of multi-lingual GM and clothing collateral for M&S.
- Pressurised environment where certain artworks had a demanding technical specifications. Most projects were high volume and required a fast turnaround.
- Frequently called upon to work on other accounts in the business when workload dictated.
- Attended meetings at M&S head office to briefed on the latest implementations and process to artworks.

Imagenet. May 10 – October 10 (short term contract)

- Producing repro ready artworks on key food accounts for Sainsbury's and Asda. Working to brand guidelines with an emphasis on being right first time.

WORK EXPERIENCE CONTINUED

Kestrel. March 06 – May 10

- Working within a small team at Tesco head office handling the dairy/deli account. A busy environment so as certain artworks would require fast tracking so that items could be in-store sooner. Good social skills and an approachable manner was necessary as in regular contact with client.
- Regular range reviews to maintain artwork consistency.
- We were the only artwork house to be involved in Tesco budget range brands which competed against Aldi and Lidl.

Seven. March 04 – March 06

- Working to brand guidelines creating food packaging artwork for Tesco in a fast paced studio in London.
- A technical role which involved working on numerous pack types such as cartons, film bags and pots
- I also covered the Microsoft and Sony accounts which involved DVD packaging for the games market.

Whitewater Graphics. February 98 – March 04

- Junior position working on key accounts Loréal, Garnier, Maybelline and Elizabeth Arden. My initial duties included assisting senior artworkers, mocking up various forms of POS items including floor stands, counter cards, large posters, banners and other promotional materials.
- A good and thorough understanding of how artwork is created and what is expected of me in the industry. Quickly proceeding to producing various POS items that I had once mocked up.

QUALIFICATIONS

Typography design – London College Of Printing

Advanced design applications – London College Of Printing

Phlearn (online Photoshop learning)

Lynda (online learning)

REFERENCES

Available upon request