

DAVINDER GILL

ARTWORKER

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PERSONAL SUMMARY

I am an accomplished packaging and point-of-sale artworker with extensive experience working with some of the world's largest brands. Throughout my career, I've developed a wide range of expertise and built strong relationships with both colleagues and clients. With a proactive and team-oriented approach, I am methodical and highly organised, always maintaining a positive 'can-do' attitude. I am confident in my ability to make a valuable contribution to any organisation.

WORK EXPERIENCE

Rocket Graphics April 22 – Present

- Creating, editing, and reviewing supplied artwork, ensuring that potential issues are identified and addressed to avoid delays.
- Working with various substrates such as foamex panels, fabrics, acrylics, and vinyls, adapting the artwork output process to suit the material and brief.
- Managing large-scale campaigns for high-profile clients including M&M's, HSBC, British Airways, and other established global brands.

Superior Creative Services October 16 – October 21

- Creating print and digital collateral for use across all Londis outlets.
- Participating in client meetings to discuss potential improvements in workflows and processes.
- Managing tight deadlines, with an understanding that delays could affect subsequent promotions.
- Providing guidance and support to junior artworkers, fostering a collaborative and growth-oriented environment.
- Managing and prioritising workloads to ensure efficient project delivery.

Maglabs July 16 – October 16 (short term contract)

- Pre-flighting PDF files for the latest DVD releases, collaborating with agencies worldwide on the Paramount account.
- Utilising bespoke Paramount workflow software to ensure efficient file handling and processing.

Creo September 15 – February 16 (short term contract)

- Creating artwork and visuals for 20th Century Fox and Universal Pictures' new releases, including floor stands, standees, and bumper units.
- Designing for major retailers such as Asda, Morrisons, Sainsbury's, and Tesco.

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 CONTINUED

Magnet Harlequin March 11 – August 15

- Focused on producing multi-lingual GM and clothing collateral for M&S, ensuring accuracy and adherence to brand guidelines.
- Thrived in a high-pressure environment, handling artworks with demanding technical specifications, often working on high-volume projects with tight turnarounds.
- Adapted to varying workloads, frequently stepping in to assist on other accounts within the business as needed.
- Attended meetings at M&S head office to stay updated on the latest implementations and processes related to artwork production.

Imagenet May 10 – October 10 (short term contract)

- Producing repro-ready artwork for key food accounts at Sainsbury's and Asda, ensuring strict adherence to brand guidelines and a "right-first-time" approach.

Kestrel March 06 – May 10

- Collaborating within a small team at Tesco head office, managing the dairy/deli account in a fast-paced environment. Artworks often required fast-tracking to ensure timely in-store availability.
- Maintaining strong client relationships through regular communication, demonstrating excellent social skills and approachability.
- Conducting regular range reviews to ensure consistency across artwork.
- Exclusive involvement as the only artwork house handling Tesco's budget range brands, directly competing with Aldi and Lidl.

Seven March 04 – March 06

- Creating food packaging artwork for Tesco in a fast-paced London studio, ensuring full adherence to brand guidelines.
- Handling a variety of pack types, including cartons, film bags, and pots, in a highly technical role.

Whitewater Graphics February 98 – March 04

- Junior position supporting key accounts including L'Oréal, Garnier, Maybelline, and Elizabeth Arden, assisting senior artworkers with various tasks.
- Mocking up a variety of POS materials, such as floor stands, counter cards, large posters, banners, and promotional items.
- Quickly developed a thorough understanding of artwork creation processes and industry expectations, progressing to independently producing POS items that I had previously assisted with.

QUALIFICATIONS

Typography design – London College Of Printing

Advanced design applications – London College Of Printing

REFERENCES

Available upon request

