

Hi, I'm Pete.



I'm an English graphic designer with over 6 years combined experience working in design agencies, running my own design agency and working as an in-house designer for a large UK business. I'm enthusiastic, passionate, dynamic, and I make a mean cup of tea.

I'm looking to move to the glorious Copenhagen to start a new life.

I think you should hire me. Here's why:

Notable Projects



Propertywide

During my role as Senior Designer for Countrywide, The UK's largest and most successful estate agency and property services group, I was part of the initial team to head-up a multi-million pound project to bring Countrywide into the 21st century online. The project was to create a customer facing property search portal. It was my task to handle not only the branding and identity of Propertywide, but also design the website from the ground up focusing on a good user experience and increasing leads and conversions into the business.

Skills Gained & Lost

- + User Interface Design
- + Leadership
- + Table Football
- Refusing fast food
- Working in my dressing gown
- Avoiding the pub

Ploc Media

A small design agency setup by myself and 2 associates. We catered mainly to small local businesses in the UK, but somehow managed to get most of our clients from Canada(?!). I was in-charge of the not only bidding and pitching for contracts but also the full creative process from conception to delivery. I carried out a lot of work on creating new identities and websites for startup companies, and the time I spent at Ploc Media really helped me understand the importance of project management, deadlines and delivery.

Skills Gained & Lost

- + Time Management
- + Work Efficiency
- + Communication
- Finding time to socialise
- Learning anything new on guitar

Chopeh

Chopeh is my freelancing side project. I started Chopeh in late 2009 as an outlet for my creativity since working at Countrywide (after working with a single property website for so long, can you blame me?). It's a fairly casual affair with me picking and choosing projects that sound interesting to increase my core design skills. It's been going very well so far and I've received a fair big of recognition not only for the site itself but also the work on it. One of my recent logo designs has been chosen to appear in Logo Nest 01, a published book covering logo design.

Skills Gained & Lost

- + Creative Exploration
- + Typography
- + Design Enthusiasm
- Evening television viewing
- Correct seating posture



The Works.

To see work from these projects please take a look at the other PDF.

Work Experience

2008–Present / Countrywide Plc

Graphic Designer - Senior Designer

In-house designer. Formed part of the original team of designers, developers, marketers, testers and engineers to create a property finding website for UK's largest estate agency chain. My task was to brand and design the new property website, including the full process of wireframing, UX design, UI design and prototyping.

2008–Nov 2008 / Ploc Media

Creative Director

My own graphic design agency. Responsible for all design work. Creating and managing a consistent brand for the company and realising it through many formats (print, web, marketing materials). Optimising the company website for search engines. Copy writing for the website and marketing projects. Liasing with clients both national and international to pitch ideas and complete projects.

2004–2008 / Tochin

Graphic Designer - Senior Designer

A graphic design agency. Responsible for all design work. Developing in XHTML and CSS, liasing with clients, working on multiple projects and reaching tight deadlines, working with developers and team members, Guiding a junior designer, devising/creating marketing campaigns, problem solving, self development.

Qualifications & Education

2003–2004 / A&W College

BTEC National Certificate Multimedia

Grade: Double Grade Distinction Merit

Drawing development, historical and contextual understanding, materials techniques and processes, ideas and concepts, visual communication, art and design exploration, art and design application, words and images, animating images, image manipulation, and specialist contextual investigation, personal and professional development.

2002–2003 / A&W College

BTEC National Award (Digital)

Grade: Merit

Designing graphics and identities for screens, animation production, digital communication, digital imaging, research techniques, production management.

2001–2002 / The Wye Valley School

11 GCSEs

Standard UK education. 11 subjects, 11 passes including English, Graphic Products and a double G.N.V.Q in IT.

Contact

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www.chopeh.com