

Name Warren Preston  
 Telephone 07717 843 085  
 Email warrenpreston@hotmail.com  
 Age 45

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 Career History
 

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 Jan 2016 - Present
 

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Founded / Iris  
 185 Park Street  
 London  
 SE1 9DY

*Freelance Integrated Designer*

Taking advertising and marketing campaign briefs from the creative director from concept through to design and production, executing it across multiple online and offline platforms (including everything from 6-sheets to Instagram posts). Heavy involvement in winning pitch work from visualising concepts and production of presentation document. Also involved in branding and guideline/toolkit production for B2B clients.

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 Aug 2013 - Sep 2015
 

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Crispin Porter+Bogusky / TBWA-MAL / Publicist

*Freelance Designer*

Currently split between three main ad agencies as a freelance senior designer. Working closely with Creative Directors/Art Directors to design press/outdoor/magazine advertisements, from loose scamps or verbal briefs, adding design and typographic input. In addition I was involved in aspects for TV and digital, including apps, banners and endframes. I also worked on pitches visualising/designing ideas as well as creating the final pitch documents. Clients include Diesel, Bacardi, Coke, Apple, Malibu, Milka, Paddy Power.

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 Nov 2011 - July 2013
 

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WARL Group  
 Gordon Studio  
 10a Greencoat Place  
 London  
 SW1P 1PH

*Freelance Designer/Art Director*

Freelance Designer/Art director for advertising/marketing agency. My role was to art direct and design key visuals for FMCG. These were then approved and I would then visualise all pieces of POS using the key visual, as well as design a toolkit showcasing the possible use of these in the trade. Also involved in the design of on and off trade advertising as well as outdoor. Clients included Diageo, Mcvites, Procter & Gamble and Mcarther Glenn.

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 Jul 2011 - Oct 2011
 

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Grey / Start Creative

*Freelance Designer/Art Director*

Freelance senior designer at Grey visualising design solutions of press/outdoor/magazine ads from initial TV assets, pitch visuals from loose scamps, TV ad title and end graphics, email campaigns and pitch presentations. Clients include Sony, Lucozade, Friij, Brother, Sensodyne, Aquafresh and Corsodyl. Prior to this I had a month's placement art directing Barclays new look brochures and website content for their current and premier banking accounts.

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 Nov 2010 - Jun 2011
 

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Cubo  
Holden House,  
57 Rathbone Place,  
Soho, London  
W1T 1JU

*Freelance Designer*

This role encompassed creating concepts through to final designs, national press and outdoor media, DM and a quarterly magazine for Sea World parks. I also generated POS, sales promotion, advertising, exhibition stands, hospitality events graphics and website concepts for major FMCG. Clients included Douwe Egberts, Jacobs Creek, Birds Eye, Dooley's and University of East London.

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 Oct 2008 - Oct 2010
 

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HH Associates / Blossom Branding  
12-18 Hoxton Street  
London  
N1 6NG

*Freelance Designer/Art Director*

This print management company brought me on board to head up their new creative department. Having access to clients including Barclays Wealth, Google, Exxon, Seat and IHG. Their aim was to take briefs from the larger agencies and do the creative and print production in-house. My role was to art direct brochures, press ad campaigns and newsletters for Barclays Wealth. I was also required to design POS, in-store promotions and direct mail for their other clients. My duties also included major rebrands of new and existing clients including new logos, brochure ware, stationery, websites and email marketing from a wide variety of clients from the fashion, retail and financial industry.

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 May 2006 - Oct 2008
 

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Ogilvy Mather / Elvis / Albion  
Brothers and Sisters / JWT / Bezier

*Freelance Designer*

Working as a freelance conceptual designer mainly through recruitment agencies. Projects varied from ads to brochure work, logo design, DM, POS, packaging, posters, web design, magazines and catalogues. Clients included Sky Sports, Barclays Wealth, Blackberry, Walt Disney, Pizza Hut and Dogs Trust.

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 Nov 2004 - May 2006
 

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JPMH  
Natraj Building  
The Tanneries  
55 Bermondsey Street  
London  
SE1 3XG

*Freelance Designer/Art Director*

After 6 months of freelancing with various agencies I received regular work with marketing agency JPMH. My role here was to art direct and design catalogue pages, sales promotion, POS, ads, web sites and banners for various clients including Hasbro, Gillette, Braun, Purina, Blackberry and Duracell.

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 Jan 1998 - April 2004
 

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Ogilvy Dialogue  
The Old Mill  
Queens Reach  
Creek Road  
Hampton Court  
KT8 9DE

*Freelance Designer/Visualiser*

After 4 months of freelancing with various temping agencies I received regular work through Ogilvy Dialogue a sales promotion/advertising agency. My role here was to produce designs and visuals of sales promotion stands, packaging, posters, flyers, brochures etc. After client approval these were then created into print ready artwork. Ability to meet deadlines, take loose briefs and produce realistic visuals in Photoshop & Illustrator. Clients included Duracell, Burger King and Gillette.

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March 1997- Jan 1998

Carlson,  
Alice Court,  
116 Putney Bridge Road,  
London SW15 2NQ

*Designer*

Full time employment with the Carlson advertising agency as a designer. My role here was to produce designs on a wide range of materials including advertisements, direct mail, brochures, packaging, display stands, posters and leaflets from initial brief to print. Ability to work closely with corporate guidelines, meet deadlines, take briefs and show a keen eye for detail. Clients included British Airways, Fanta and Coke.

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October 1996 - Dec 1996

Freelance

*Designer*

Working for a number of temping agencies in Sydney my jobs included designing magazines, company brochures, annual reports and newsletters.

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March 1996 - July 1996

Graphic Design Department  
Myer/Grace Brothers  
Midtown Plaza  
246 Bourke Street  
Melborne 3000  
Australia

*Designer/Artworker*

Working in the Design Studio of Myer/Grace Brothers department stores my duties were designing brochures, instore guides, promotional material, packaging and clothing labels. All material produced was taken from clients brief through to print ready artwork.

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Dec 1994 - Dec 1995

Tomahawk Communications  
The one nine five company Ltd  
195 Euston Road  
London NW1 2BR

*Designer/Artworker*

Working for this Direct Marketing and Advertising Agency my duties included producing designs on a wide range of materials including advertisements, brochures, packaging, posters and leaflets from initial roughs from an art director to print, and the day to day running of the Mac systems. Ability to meet deadlines, a keen eye for detail, excellent skills in QuarkXPress, Illustrator, Freehand and Photoshop and a sound knowledge of the Mac system. Clients included: AA, Virgin Atlantic, IPC Magazines.

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May 1994 - Dec 1994

Freelance

*Freelance Designer/Artworker*

Designer/artworker producing a wide range of materials including leaflets, direct mail, posters, advertisements and display boards. Clients included: British Airways, Mercury, Forte Hotels and Kenwood.

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January 1992 - May 1994

The Sun  
News International  
1 Virginia Street  
London

*Layout Designer*

Layout Designer on the art desk of the Sun newspaper. Designing page lay-outs and illustrative graphics on Apple Mac computer, ability to meet very tight deadlines and design page layouts at speed.

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 Education History
 

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## Further Education 1988 - 1992

London College of Printing	HND in Typographical Design
Kingston College of further Education	BTEC National Diploma in Graphic Design

## Secondary Education 1984 - 1988

Greenshaw High School	Attained 8 GCSEs 2-Grade Bs, 4-Grade C, 2-Grade Ds
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 Other Information
 

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Apple Mac Experience	I am fully literate in Adobe Illustrator, Indesign, Photoshop and QuarkXPress. Some web Knowledge.
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Hobbies and Interests	Travel, Surfing, Music.
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 Referees
 

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Ross Garden	Creative Director Founded 185 Park Street, London, SE1 9DY	Sabrina Kelly	Client Director MR.D Studio 217, The Pill Box 115 Coventry Road London E2 6GG
Conal Francis-Hume	Studio Manager Havas Life Medicom Ferry Works, Summer Road Thames Ditton, Surrey KT7 0QJ		