



Imogen Greenfield

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Career objective

To obtain a mid- to senior level position as a graphic designer allowing me to demonstrate my creative and organisational skills with opportunities to develop them further.

Career summary

Eight years working within the creative arena, the majority in graphic design houses and in advertising. Extensive experience in the design and development of PDA interfaces. Recently, website design and a steady flow of illustration and short term graphic design contracts.

Graphic design

Spent majority of career in various design projects ranging from:

- Company branding with relevant stationery (i.e. letterheads, business cards and comp. slips)
- Leaflets, invitations and special display items
- Annual reports, promotional brochures and information booklets (e.g. Family Planning NZ)
- Event publications and brochures for Audi and Microsoft
- Information guides and manuals for innovative PDA product

Advertising and direct marketing

Early years spent in advertising working in above and below-the-line projects for clients including Arnott's, Fuji Film, Avis, Auckland Art Gallery, NZ Beef & Lamb, Caltex and Nokia.

Screen design

Designed user interface for PDA (Pogo) and created iconography (interface buttons and icons). Designed new and existing websites including some development.

Illustration

Illustrations for logos, advertising, children's education posters and storybooks.

Design software skills

Print (Mac/PC) InDesign, Quark, Illustrator, Photoshop, Freehand, Acrobat, MS Office
Web (Mac/PC) Flash, Fireworks, (X)HTML, CSS, Intellij, BBEdit, CVS, Dreamweaver

Work history

Private client, Wellington NZ 01.2006 – 03.2006

- Illustrated, designed and printed children's ABC poster in English, Spanish and German.

Avantgarde GmbH, Munich D 07.2005 – 02.2006

Contract graphic designer

- Successfully delivered/completed promotional material (concept to pre-press) for clients including Audi and Microsoft.
- Worked to tight deadlines and provided on-call support at busy times for events projects.

Niemi Productions, Munich D 2004 – 2005

- Illustrated and designed children's story book "Polpy – Der kleine Tintenfisch" by Patricia Niemi Mestanza.

Dignum GmbH, Munich D 05.2004 – 06.2004

- Designed and developed corporate website's new 'client only' area.
www.dignum.de

Archaeus Quartet, London UK 09.2003 – 01.2004

- Designed, developed and currently maintain Archaeus Quartet's first online presence enabling for more widespread publicity.
www.archaeusquartet.com

Softcon AG, Munich D	09.2003 – 10.2003
<ul style="list-style-type: none"> Translated and formatted German website into English enabling an international presence. www.softcon.de 	
Dignum GmbH, Munich D	04.2003 – 05.2003
<ul style="list-style-type: none"> Designed and developed Dignum's first online presence to attract broader market in Europe. www.dignum.de 	
Softcon Internet Technologies GmbH, Munich D	02.2003 – 03.2003
<ul style="list-style-type: none"> Designed and developed website for strongly technical company in order to attract broader interest. www.softcon-itec.de 	
Archaeus Quartet, London UK	10.2002 – 11.2002
<ul style="list-style-type: none"> Designed and printed Archaeus Quartet's logo, stationery and personal business cards. 	
Pogo Technology Ltd, London UK	04.2001 – 09.2002
Senior GUI designer / graphic designer	
<ul style="list-style-type: none"> Directed design for PDA interface (Flash based) creating innovative user-friendly product. Actively collaborated with technical team to ensure seamless production of product. Specialised in iconography to create a revitalised set of icons for interface. Designed all promotional material ensuring brand consistency. 	
Rekreation Ltd, London UK	04.2000 – 04.2001
Graphic designer	
<ul style="list-style-type: none"> Successfully took over directing design of annual reports, corporate id and promotional pieces, bringing in a fresh new style. Promoted, designed and developed web presence for existing clients. 	
Theis & Khan Architects, London UK	11.2000
<ul style="list-style-type: none"> Designed and printed new address and invitation cards. 	
(Generator) Bates, Auckland NZ	03.1998 – 12.1999
Mac operator	
<ul style="list-style-type: none"> Designed/laid-out P.O.S. material (brochures, catalogues, magazine ads, press ads, posters and billboards) Clients included Schwarzkopf, Chanel, Fuji Film, Avis, Auckland University, Auckland Art Gallery, Arnott's Biscuits (NZ), NZ Beef & Lamb, TAB (NZ) and Nokia. Received intense training in conceptual and pre-production stages, elevating responsibilities in later projects. 	
Private client, Auckland NZ	12.1999
<ul style="list-style-type: none"> Illustrated, designed and printed wedding invitation and stationery. 	
Family Planning Association, NZ	1999
<ul style="list-style-type: none"> Co-directed photography, design and production of Family Planning Association information booklet, first teenage-targeted information booklet in New Zealand. 	

Education

Auckland University of Technology, NZ	1995 – 1998
Bachelor of Graphic Design	
<ul style="list-style-type: none"> Graduated May 1998 with AA. 	
Auckland University of Technology, NZ	1994
Certificate of Art and Design	
<ul style="list-style-type: none"> Graduated end of 1994. 	
Island School, Hong Kong	1993
British A-levels	
<ul style="list-style-type: none"> Art, Music, French, Statistics 	

Design awards

Pan Print calendar design award, NZ	1996
Finalist in the Montana book awards poster design, NZ	1996