

Contact

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Portfolio

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Home: South Queensferry

Jim Callaghan

Digital & Graphic Designer

Specific Skills

Digital & Online

- Website design
- Website updating on CMS
- Writing website content
- HTML and CSS
- Email campaigns
- Social media posts
- Web banners
- Web ads
- Animated Gifs

Print

- Brand identity design
- Brochures and catalogues
- Sales literature
- Leaflets and flyers
- Stationery and business cards
- Newsletters
- Folders and ring binders
- Exhibition stands
- Advertisements

Photography, video & illustration

- Location photography
- Photo retouching
- Video shoots on location, editing and story boarding
- Time lapse video editing
- Illustration in different styles for advertisements, brands and magazine covers

Copy writing

My previous roles have included a variety of copy writing duties when required for cases studies, adverts, websites, email campaigns and social media posts. I have examples I can supply or show at an interview stage if this is a relevant skill for the role.

Education

BA in Art & Design
Edinburgh College of Art

Professional Profile

Very talented and highly experienced Digital & Graphic Designer in both agency and in-house roles.

I plan to utilise my broad base of design and communication skills, and knowledge in web design, to springboard into a new career in UX design. I am in the final stages of completing a 6 month Diploma course in UX Design with the UX Design Institute.

Expert level in design software especially Illustrator, InDesign and Photoshop. Created successful company brands and applied them in graphic design work across all mediums including websites, email and social media campaigns, print of all shapes and sizes and exhibition displays. End to end understanding of design process from the marketing brief and creative concept through to final production in many different mediums. I have an amiable disposition and I am a good positive presence in a work place.

Work Experience

Marketing Graphic Designer (In-house)

Grant Westfield - manufacturer of leading UK bathroom splash walls brand 'Multipanel' - Edinburgh

July 2022 - Present

My present role with Grant Westfield is as Digital & Graphic Designer producing all their marketing collateral. This involves designing for social media campaigns, including video, email campaigns, their two websites, brochures, point of sale displays, adverts and exhibition stands.

Digital & Graphic Designer (Freelance)

Verde Group - Commercial refrigeration supplier

March 2022 - July 2022

Designed five new logos for all their new subsidiary companies including the parent brand. Also designed two new websites - for the Verde Group parent company and their online retail site 'Refrigeration247'. Created brand guides and framework for all future design work for all brands.

Graphic Designer & Marketing Coordinator (In-house)

Capital Cooling - Commercial refrigeration supplier - Livingston

November 2020 - February 2022

I was recruited by Capital Cooling because of my extensive experience and broad skill range as they needed someone to create and manage the complete redesign of all the company marketing communications across all mediums and then to be managed thereafter. The restyling involved further development of their existing brand, the design of a brand new website for the launch of their new coldrooms product range. Designed Mailchimp email campaigns, social media posts on LinkedIn and Twitter, and their company price list catalogue.

My position with Capital Cooling came to an end when they went into liquidation in February 2022.

Other Experience

Production - all Mediums

websites with coders and social media accounts (Facebook, Twitter, Pinterest, Instagram and LinkedIn). Also worked with Mailchimp to create email campaigns for different customer target groups. Ordered and organised all kinds of print matter liaising with printers, exhibition material from colour output specialists.

HTML code and CSS

Very good understanding of HTML code and CSS having built websites using HTML editors for several years.

WordPress and website content management systems

Experienced in using WordPress and content management systems for bespoke websites. Briefed programmers to create functioning websites in WordPress and other platforms from visual designs. Search engine optimisation: Good knowledge of creating meaningful and effective search content for search engines including Google.

Marketing

In both agency and client side, I have contributed in meetings to develop and understand marketing strategies and interpret into briefs for creative design work.

Personal Interests

Read all kinds of non-fiction and classic sci-fi short story authors. I enjoy back garden astronomy with my telescope, cycling and hill-walking - all weather permitting. I also like to dabble on acoustic and electric guitar.

Work Experience (continued)

Over a period of two years I took on three temporary in-house roles while looking for my ideal permanent role. These added even more skills to my already extensive set. In each of these cases I was brought on board because I had the experience to hit the ground running and deliver results and form good productive relationships with little initiation.

Graphic Designer (7 month temporary contract)

Brown, Son and Ferguson – Nautical Publishers - Glasgow

October 2019 - May 2020

Typesetting content and drawing illustrations and diagrams for book publications. On this occasion I was employed to use my specific knowledge of typesetting large scale publications and creating accurate diagrammatic information. With the existing team I devised a whole new set of typographic style rules for all future publications.

Graphic Designer (4 month temporary contract)

Bushwear - Outdoor Activities Clothing & Accessories

June 2019 to September 2019

My main task was to produce their 164 page product catalogue for 2020 range but also involved designing a set of new product logos, email campaigns and social media posts to accompany it. I was hired due to my substantial experience of print, InDesign and Photoshop. They needed someone who could come in and immediately deliver all the various items in the different mediums.

Graphic Designer & Marketing Coordinator (3 month temporary contract)

Henbury - Fashionable white label clothing - Livingston

January 2019 to March 2019

In my time with Henbury I developed a new 'Henbury Brands' umbrella brand identity for all nine of the existing brands. From that I created a full company brochure under the new brand featuring all the sub brands. I also designed brochures, 'eblasts', social media posts, mailers, adverts and exhibition banners for all of the different Henbury brands according to their different brand guides.

Graphic Designer & Marketing Assistant (In-house)

Russell Play - Playground Design and Outdoor Play Equipment - Newbridge

April 2014 to November 2018

Developed new company brand style in collaboration with Marketing Manager. Successfully applied the brand consistently and effectively across all mediums including website, email campaigns, social media, exhibitions, print and advertising. Responsible for all aspects of production of design work for website, social media, email campaigns, print and exhibition stands.

My position was made redundant in November 2018 when Russell Play had to cut anything outwith their essential core service due to the ongoing background of political uncertainty of that time.

Graphic Designer (Agency side)

Evolution Design - Graphic Design Consultancy - Edinburgh

February 1996 to April 2014

In my time with Evolution I gained many years of experience in designing for many different sized companies in a wide variety of different industry sectors for a whole array of products and services.

I formulated design briefs with clients by discussing and understanding their marketing aims and objectives. In turn I created successful and highly effective design concepts pertinent to brief and presented back to clients for feedback and approval. An intrinsic part of my role was also to organise production in all mediums including websites, print, exhibition stands, signage, vehicle livery and business stationery.