



# Amit Patel

Graphic Designer

## CONTACT

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 Flitwick, Bedfordshire, UK

## PROFESSIONAL SKILLS

Photoshop



Illustrator



InDesign



Quark Xpress



MS Office



## PORTFOLIO

[www.amitdesign.co.uk](http://www.amitdesign.co.uk)

## ABOUT ME

My name's Amit, I have over 15 years experience in the professional design industry. I have experienced a wide variety of design challenges including and not limited to, packaging designs, off the page advertising, web design, exhibition stands & POS development.

Using my extensive knowledge of the Adobe CC Suite on both Windows and Mac platforms, I am able to develop innovative and fresh designs to keep in line with ever evolving trends. With a significant amount of experience in senior and management roles in both small and large teams, I have communicated directly with blue chip clients and built valuable relationships.

In my spare time, I enjoy fitness and photography, which has led to a few freelance wedding shoots and design projects.

## EXPERIENCE

### HRG

(2018-PRESENT)  
SENIOR CREATIVE  
ARTWORKER

HRG is one of the UK's largest marketing and branding companies (part of Altavia Group) who provide all the marketing assets any company requires. Some of the largest clients are Shell, Carlsberg - Marstons, Starbucks, GSK, William Grants and Premier Foods, Hendricks and many more. As a senior creative artwork I am in charge of developing graphics to the highest standard and ensuring they go to print correctly and accurately. I am part of the senior development team consisting of 6 individuals. It is a high speed role with 5-10 briefs per day, varying from POS development, adverts, posters, to fully designed airport stands/displays around the world.

### FITNESS

### SUPERSTORE

(2014-2018)  
SENIOR  
GRAPHIC DESIGNER

Working for the UK's largest retailer of fitness equipment, I managed all retail marketing artwork for e-commerce and off the page advertising. My daily role entailed product photography including 360 visuals, web banner design, advert production for major fitness magazines and newspapers, catalogue design, exhibition brochure design and the design and build of all email campaigns which at the time reached over 300k subscribers.

### FORUM BRAND CREATIVE

(2013-2014)  
GRAPHIC DESIGNER

Designing packaging for Wilko, I aided the company in concept development for new product ranges, which involved extensive market research ahead of the design stage. I also helped create the new 'Price Promise' for Wilko, which they used on the BOP throughout all artwork.

### CHARLES BENTLEY & SON LTD

(2006-2013)  
SENIOR  
GRAPHIC DESIGNER

Working for the UK's largest leading brush manufacturers, I began as a Junior Designer updating the design trends throughout the year to keep their corporate identity fresh and current. I also worked on exhibition signage and stand layout. My role then transformed into a Design Manager position, where I overlooked all creatives and designed artwork for companies such as ASDA (Wal-Mart), Wilkinson, Sainsburys, Homebase and Lowes to name a few. Working closely with major store buyers and their design teams, I often assisted with every single stage of the design project.

### IPRINT UK LTD

(2003-2003)  
DIGITAL PRESS  
OPERATOR

During my time with Iprint UK, I delivered and adjusted high quality creatives via XEIKON 500 Digital Press, ensuring that every job was prepared for print accordingly.