

Robin Stannard

Curriculum vitae.

Robin Stannard

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MOBILE

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- I'm a self employed London-based graphic designer with ten-plus years experience of working in the creative sector. I've collaborated with a broad range of clients, from local start-ups to global organisations.
- I am conscientious, reliable and hard-working. Able to hit the ground running and quickly adapt to working within new visual identities.
- I enjoy working across print and online projects. I'm skilled in InDesign, Photoshop, Illustrator and have a good grasp of AfterEffects and HTML.
- Whether designing or art directing, I'm always prepared to push an idea to produce clever, stylish work that helps bring the business, campaign or event to life.
- I love working as part of a team, but if space is an issue I'm set up to work remotely.

Work history

SAVE THE CHILDREN

DESIGNER, OCTOBER 2015 – PRESENT

- As part of the creative content team, I work closely with colleagues in the editorial, picture, video and content gathering teams, collaborating on high-profile public facing work across social media, fundraising and awareness campaigns to build and promote the Save the Children brand.
- Additional responsibilities include art directing illustrators, overseeing photo shoots and managing freelancers and out sourced design work.
- Act as a brand guardian, advising on use of the StC brand for stakeholders across the organisation.
- Actively inputted to a new global brand and visual identity, advising on areas for improvement, updating materials and rolling them out.
- Effectively consulted with partner brand, Warner Bros, on the Harry Potter-themed Winter Gala to ensure their brand requirements were met while at the same time maximising the creative opportunity for Save the Children to produce a high-quality suite of promotional materials.
- Design lead on mass participation fundraising campaign, Christmas Jumper Day, producing a range of materials including fundraising kits, above the line advertising and online banners, which were instrumental in achieving its highest total income of over £4 million.

THE BRITISH RED CROSS

SENIOR DESIGNER, SEPTEMBER 2011 – OCTOBER 2015

- Trusted and dynamic team player working effectively within the communications team and across the organisation to offer creative design solutions across multiple online assets including intranet, email, infographic, social media as well traditional media including magazines, the annual report and a range of literature for internal and external audiences.
- Lead creative on Refugee Week 2013, collaborating with PR team to develop and execute street art installation across London: producing photographs which appeared in various high-profile media including the Creative Review, the Londonist, Time Out, The Metro, BBC London online and ITV London news.

- Art editor of organisation's bimonthly magazine. Had key role on creative redesign, developing a fresh look with a flexible grid, resulting in a more visually stimulating magazine for its 33,000 readership.
- Lead creative on marketing campaign to promote Red Cross' First Aid app, helping it to become the most successful app in its category. It reached top spot in the iTunes download charts and achieved over 500,000 downloads.

THE LABOUR PARTY

GRAPHIC DESIGNER, NOVEMBER 2007 – AUGUST 2011

- Responsible for producing a range of materials for stakeholders across the breadth of the party, from members of the public to politicians, party members to high value donors. This ranged from campaigning materials to gala dinner invitations to internal literature.
- Demonstrated an ability to work calmly under pressure during busy times such as the 2010 general election.
- Produced versatile campaign materials for the Party's bespoke template system, allowing for easily accessible literature for MPs to tailor to their requirements on the campaign trail ahead of the 2010 election.
- Worked alongside creative advertising agency, Fallon, on the proposed rebrand of the Labour Party, advising on the final look and how any changes could influence day to day design issues.

FORSTER

OCTOBER/NOVEMBER 2007

- Worked on projects for a number of organisations, including Fairtrade, the NHS and Frank.

PUBLICIS BLUEPRINT

SEPTEMBER/OCTOBER 2007

- Working closely with the art director and editorial colleagues, I was part of the team producing the Butlins 2008 summer brochure and was involved in all aspects of design, from layout decisions to picture editing.

MADISON

GRAPHIC DESIGNER, MARCH 2005 – SEPTEMBER 2007

- Worked within the marketing department at Madison, the UK's largest importer of cycling equipment, producing a raft of customer facing materials across a variety of printed media including magazine advertisements, brochures, catalogues, plus Flash and gif animations, exhibition signage and vehicle livery.
- Other responsibilities included managing and maintaining the digital image library, print buying and commissioning photography for national press advertisements.

CATS PROTECTION

JUNIOR DESIGNER, SEPTEMBER 2004 – MARCH 2005

- Worked alongside the editorial team to produce literature for a range of the charity's stakeholders, including members, volunteers and vets plus campaign materials aimed at members of the public.

Education & training

- **BA (Hons) Graphic Design** 2:1 Suffolk College September 2001 – June 2004
- **Adobe Digital Publishing Suite Masterclass** Certitec 2015
- **Adobe InCopy Introduction** Certitec 2012
- **Dreamweaver level's 1 and 2** City Lit 2012
- **Accessible PDF Training** Transmedia 2012
- **Flash 8 - Introduction** UBIQ Creative Training 2007
- **Print Buying and Estimating** London College of Communication 2006

Referees

Bryan Meredith – British Red Cross [e. bmeredith@redcross.org.uk](mailto:bmeredith@redcross.org.uk)

Dearbhla Clarke – The Labour Party [e. dearbhla_clarke@labour.org.uk](mailto:dearbhla_clarke@labour.org.uk)