

STEFAN MORRISON

curriculum vitae



Passionate about typography, branding and design, I am a driven and responsible individual focused on delivering creative results through commitment to the job in hand. I am experienced, proud of the work I do and believe I have many benefits to offer.

Using a mix of creative skill and commercial awareness, I produce graphic communication material that creates and maintains a positive corporate image in line with company objectives. By possessing a can-do attitude I deliver on time, under pressure, within budget and without jeopardising accuracy or creativity.

CAREER HISTORY

- **Stork Technical Services** (www.stork.com)
Graphic & Multimedia Designer, Jan 2013 - present

Working to support the regional communication teams throughout the global organisation, my creativity and success has seen me work directly at a corporate level for the Utrecht head office. Although primarily focused on the positive promotion of Stork's safety culture (REACH) to employees and clients, I am also responsible for the production of graphic design work to support the entire business from concept to completion.

Examples of this include:

- The ongoing implementation of the safety culture through a strong identity and managed style, with communications and campaigns rolled out across numerous countries and languages.
- Creation of high quality design artwork for marketing and advertising, material for exhibitions, conferences, company tender proposals, sales presentations and technical manuals.
- Development of educational interactive products such as an 'app' and gesture controlled presentations to engage and further promote the principles of the organisations safety culture.

- **FirstGroup plc** (www.firstgroup.com)
Graphic Design & Advertising Manager, Aug 2010 - Dec 2012

Managed the in-house Studio to provide design services for a variety of communications and material for different departments across the UK. Liaised with the Head of Marketing and local marketing teams ensuring the set criteria and brief were maximised to the target audience, and that the brand and message were consistent with the values of the company.

As well as being responsible for ensuring compliance of corporate standards, I created artwork for external promotions and internal communications for departments to assist in delivering their business objectives.

Examples of this included the creation of:

- Specific marketing or promotional material for press, internet and point of sale (including fleet liveries).
- New brand material for exhibitions, conferences, presentations and company internet sites.
- Internal engagement communications, commercial, engineering & stakeholder documents.

- **Xpress Image Communications** (www.xic.com)
Graphic Artist | Project Coordinator, Jun 2004 - Aug 2010

Progressed through the company by providing fresh ideas with an enthusiastic and imaginative approach, main areas of work included the creation of all types of artwork, developing unique solutions for any given brief whilst ensuring accurate production. These ranged from corporate specification artwork through to a variety of bespoke promotional items to compliment and form part of any existing body of literature.

Other work included the development of logos and identities as well as devising company marketing plans and implementing a level of art direction and quality control within projects.



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KEY SKILLS

Capability

- Highly computer literate with an excellent grasp of using industry standard graphic packages. A **'Power User'** in such software as Adobe Creative Suite to set artwork with great accuracy and perfectionism. Adept in using both mac & pc platforms and various desk top programs essential in the modern office environment.
- Ability to manage various projects successfully and simultaneously, working with specialist partners to deliver the outcomes whilst adding value with my understanding of exhibition, print production and new media.
- A complete and respectful knowledge of corporate identity systems, with strong ability to adhere to style guidelines and elements ensuring the identity is not weakened.
- Experienced in assisting in the development of targeted marketing campaigns for a variety of products and services, together with rebrand strategies and exposure to event/exhibition management.

Professionalism

- Accomplished with working with a wide variety of people, a supportive and productive team member, well developed communication skills honed by extensive dealings with the public, suppliers, other professionals and senior management.
- Highly capable at working efficiently on my own initiative, delivering maximum results with minute attention to detail. Ability to prioritise workloads, meet deadlines with a creative result and remain good humoured in highly demanding situations.
- Reliable and trustworthy, committed to delivering an effective outcome and have sought to continually build and maintain client relationships and develop contacts with the media and a range of suppliers.
- Always focused on delivering the best outcome, a fast diligent learner with the strong desire to progressively improve my skillset and learn new techniques in order to best serve the creative process.

Organisation

- Strong organisational skills with the ability to completely schedule the project required to ensure success. One recent example being Stork's '2013 Global REACH Safety Awards', an event held in the Netherlands to promote and celebrate the organisation's safety performance and attended by over 100 delegates from across the globe and throughout the industry. Video highlights of the event can be found at: www.reachsafety.com

EDUCATION

Bsc 'Design for Industry'
Robert Gordon University (2000 - 2004)

Product design course, including modules in:
Strategic Marketing, Project Management,
Consumer Psychology, Entrepreneurial Studies
and New Product Development.

Higher Grade Qualifications
Oldmachar Academy (1998 - 2000)

Art & Design	A
Graphic Communication	A
Modern Studies	B
English	C

PERSONAL

Date of birth: 21 October 1982
Marital status: Single with no dependants
Driving licence: Full clean UK licence
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References available upon request and for samples of work please visit my website:

