

Profile

A confident, positive and forward-thinking designer, **Paul Wilsdon** is an avid enthusiast of all things creative, continually sourcing inspiration from his surroundings and pouring innovative passion into every piece of work. He is an avid enthusiast of great typography and layout, understanding that good design underpins every facet of modern society and concurs with David Carson that graphic design “will save the world”.

Paul has worked with several reputable companies in both a print and web design context, namely Octagon Design, Whitenoise and Paper Jam before undertaking a position with Darragh Neely earlier this year, closely liaising with clients from speculative concepts through to immaculate execution of the finished piece(s).

He appreciates that communication is key to a successful project and understands the balance of client input with designer prowess to ensure that the eventual design of a project will contain only the best inputs from both parties.

Graphic design consumes him both inside and outside of the studio, being a faithful disciple of various blogs and websites detailing the latest trends in the industry, from type design to illustration and experimental web design techniques, which is evident in his effervescent conviction throughout his work.

Key Skills

- Excellent teamworker
- Creative, passionate attitude towards everything I do
- Excellent typographical awareness
- Excellent grasp of spatial considerations and layout
- Punctual and incredibly healthy
- Flexible and willing to work extra hours to get a job finished

Education

Royal Belfast Academical Institution 1996—2003

University of Ulster — Interactive Multimedia Design BSc (HONS) 2005—2009

Work Experience

Internships

Octagon Design Sept '07—May '08
GRAPHIC & WEB DESIGN/DEVELOPMENT

Whitenoise Studios May '08—Sept '08
WEB DESIGN/DEVELOPMENT

Paperjam July '09—Aug '09
GRAPHIC DESIGN

Employment

Darragh Neely Design Associates March '10—Feb '11
GRAPHIC & WEB DESIGN/DEVELOPMENT

Past Clients

Belfast Telegraph
Queen's University
The Odyssey
The Lyric Theatre
Theatre at the Mill
Ards Borough Council
North Down Borough Council
The Belfast Festival
Belfast City Council
Creative Online Media
The Grand Opera House
Pirate's Adventure Golf
Ulster Sports Museum
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Other Information

I am easy to get along with, have a sincere and honest attitude (which helps when critiquing a piece of work or offering advice to clients) and can maintain a good working relationship. I can voice my opinions diplomatically and amicably which is great when suggesting concepts or improvements and can take direction well.

Activities & Interests

I enjoy keeping up to date with the latest trends in the design industry, collecting various resources to enhance my creative capabilities and staying on top of the technical aspects of the discipline. I also enjoy attending the gym to offset the pressures of the job and like to keep fit and healthy.

Reference

Darragh Neely
2 May Avenue, Bangor
darragh@darraghneely.com
02891 857 755

Specific clients/responsibilities

Octagon Design Sept '07—May '08
GRAPHIC & WEB DESIGN/DEVELOPMENT

When completing my placement year with Octagon, I was introduced to essential concepts in the design industry which couldn't be taught in the lecture theatre. I created brands for a variety of housing lots on behalf of Sky Developments which were used on billboards during the construction phases, illustrated architect's plans for use online and in brochures and helped to maintain the website.

In addition to this, I also helped create tenders, critiquing what work a client may already have in place and offering ideas on how we could improve it (namely for UPS) whilst working on business cards for Coffee Crema and helping to create brochures for the Northern Ireland Office and Ulsterbus for their Shortbreaks incentive using InDesign.

Whitenoise Studios May '08—Sept '08
WEB DESIGN/DEVELOPMENT

My time with Whitenoise saw me designing and developing web sites for a variety of customers and involved first-hand creation of HTML/CSS documents after mocking up the layout in Photoshop. The client list included Noel McMeel (a popular Irish chef), Aldens in the City, RFD Beaufort, and the Queen's Student's Union.

Paperjam July '09—Aug '09
GRAPHIC DESIGN

Although a relatively short internship, my experience with Paperjam was nonetheless rewarding. I worked on some advertising for Sally's in Omagh, but the majority of lessons learned were in the logistics of the design business — especially with regards to keeping and maintaining clients, creating return business and even had a glimpse in what to do when another agency steals your work and sells it as their own.

Employment

Darragh Neely Design Associates March '10—Feb '11
GRAPHIC & WEB DESIGN/DEVELOPMENT

In my first year after graduation, the amount of skills I've amassed in Mr. Neely's studio have proven to be invaluable to me. The variety and scope of work I have been involved in has provided me with the self confidence and assertiveness necessary to excel in the industry, namely advertising for print, typesetting for magazines, corporate identity branding and web design.

I was responsible for creating adverts for a wide range of clients on behalf of the Belfast Telegraph which involved discussing targets with the customer, creative direction and perceived outcome of the project (which really applies to all of the jobs) whilst also working on the EquiAds monthly publication. In addition to this, I participated in several branding exercises for Associated Pipeline Products, Daily Bake and Fulton's Beef Dripping.

I designed a lot of print advertisements and flyers, namely for the Grand Opera House, the Lyric Theatre (including a tender for the rebranding of their logo) and built a website for a restaurant in Bangor called Teddy's from concept to completion.

Yellow Brick Road Communications April '11—May '11
GRAPHIC DESIGN

This temporary position saw me offering rebranding solutions to Carlton Baxter associates as well as providing an advertising campaign for a denim store in Belfast. The post also involved some photography for the Simon Community to continue the "I have moved" campaign whereby the audience is presented with a vacant park bench or phone booth and a simple cardboard panel with the phrase meaning they have been relocated thanks to the charity.

Walker Communications June '11—July '11
GRAPHIC DESIGN

Another short post, I secured a short term period of employment with Walker and was tasked with formatting a large government document for the Nationwide Controlled Parking Systems where I also illustrated graphs/bar charts and created additional stationery covers for DVD disks and cases which were to be kept consistent with the branding strategy already in place.

Freelance Clients: 2007—Present

Case study: Stoves&Co. www.stovesandco.com
BRANDING, GRAPHIC & WEB DESIGN/DEVELOPMENT

My first meeting with this particular client was modest to say the least: disgruntled with the construction industry he was previously involved with, Karl had nothing but an idea on a piece of paper and sat in his kitchen we developed this into a successful competitor within the multi fuel and woodburner industry — thankfully he appreciated the importance of identity strategy and commissioned a logo, website, business cards, newspaper advertisement artwork, signage and vehicle graphics which saw an instant explosion in demand for his products.

The fantastic thing about this particular client is that I was able to see an idea grow into successful fruition and being given total creative license to do whatever I pleased throughout the process.

Web design/development

www.stovesandco.com

www.jennywattsbar.com

www.paulwilsdon.com/mh/ (currently in development)

www.thebookkeepingcompany.net

www.teddysofbangor.com