

Name: Lorraine MacDonald Griffin

## **Graphic Designer & Visual Artist**

DOB: 16 09 1965

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Full British Driving License with own car.

CSCS card. CIBT HS & E tested.

### **Statement**

My academic qualifications, graphic design skills and work history combined with chairing and event management experience gives me transferrable empirical knowledge: invaluable and key to management and organization. I have an aptitude for: conceptual design, creative problem solving, design realization, communication and the organization of labour. I am flexible, have a can-do attitude and embrace new challenges. I am a very physical person and enjoy working on production as well as delegating. Being part of the team gets better results! My design style is minimalist and fresh. I believe less is more...

### **Core Skills**

- Graphic Design: Adobe Creative Suite: Illustrator, Photoshop, and InDesign, Apple Mac based.
- Client liaison.
- Project management.
- Microsoft: Office, PowerPoint, Excel.
- Creative writing.
- Quality Control.
- Event Management & Organization.

I excel working across a range of creative tasks: engaging with the client on conceptual design and product brief to create quality design layouts, proofs and specifications for client approval, prototyping and final production of promotional material for signage, exhibition, POS, print and online mediums. Delivery of clear schedule instructions to production teams, and work with them to improve production output. Quality control by: proofreading, checking off each production process to maximize quality and integrity of product. Developing innovative design concepts to further develop existing and new products. Researching, pricing and outsourcing to suppliers and sub-contractors to collate and deliver finished products on time and within budget.

### **Educational Qualification**

2016 – 2018 University of Suffolk: Masters Fine Art.

2013 – 2016 University of Suffolk: BA Hons Fine Art: Gained a First

1982 – 1984: Aberdeen College of Commerce: HND in Graphic Art & Design.

1977 – 1981: Secondary Education: Two Higher Grades in Art & Design, English, Five O'Grades.

### **Employment, Work & Academic History**

2017 – Current: Self-Employed Visual Artist and Graphic Designer commissioned to make public art and project manage interpretive art projects where community engagement is key. Graphic design service for: branding, packaging, print, signage, POS, exhibition, online and consultation services.

### **September 2016 – September 2018: Studying an MA in Fine Art at University of Suffolk.**

Over five modules gained three distinctions and two merits. Overall mark: Merit.

**May 2016 – Feb 2017: Owner of retail vintage furniture shop in Needham Market.**

Up cycled bespoke service for furniture and upholstery, restoring antiques, curious collectables and art.

**2012 – 2017: Chairperson PTA: St Joseph's College, Ipswich.**

Chairing committee meetings, planning, delegating, and motivating committee members and volunteers. Liaising with, and reporting to school management team. Managing fund raising events throughout the academic calendar. Paperwork for licenses, security, H & S, risk assessments and all aspects of event management.

**2013 – 2016: Studying a BA Hons Fine Art. Gained a First at University of Suffolk.**

Full-time student, experienced of mold making, hot metal casting, plaster and woodcarving, sculpting, painting, drawing and digital printing and lens based media.

**1998 – 2016: Creative Director: Sandblast Sign Company. Needham Market.**

Responsibilities: Client liaison and conceptual design, manage all aspects of graphic design supplied to the client for approval. Produce specification drawings for manufacture. Manage design aesthetic for all products in production, QC, proofreading and signing off finished products. Manage production team, and hand on working with product production and installation. I still work for SSC on complicated jobs where my advanced skills are required, and work with them on my own art projects where I require sandblasted elements.

**1996 – 1998: Self-employed Graphic Designer. Edinburgh, Scotland.**

Designing signage, way finding and interpretation for public and private sector clients.

**1991 – 1996: Head of Graphic Design & Product Development: Sirocco, Inverness, Scotland.**

Responsibilities at this company were similar as those while I was Creative Director at Sandblast Sign Co. During this period I developed a decorative sandblasting process for manufacture of signage and interpretive products. I achieved this through research, experimentation and ongoing development of the process, the materials and coatings. I computerized the existing handmade cottage style system already in place, and lifted the quality from craft to high-end design product. Sirocco's work was seen as a flagship leading this niche industry at the time.

**1990 – 1991: Self Employed Graphic Designer and studio owner, Dingwall, Scotland.**

Traditional graphic design service for signage and print, unique up-cycled clothing, artist commissions and artworks.

**1988 – 1989: Self-Employed Graphic Designer. Evanton, Scotland.**

Traditional graphic design service, sign writing, calligraphy and heraldic artistry. Taught Calligraphy night classes. All work undertaken in this period was pre-digital and was produced by hand using drawing and tracing techniques, pen and ink, Letraset, Repro-camera and photocopier equipment to produce print ready artwork.

**1987 – 1988: Manager: International House of Heraldry, Inverness, Scotland.**

Responsibilities: Produce hand drawn artwork, manage artists painting Coats of Arms for pre-sold international orders to be painting on vellum, and, or embroidered in Pakistan. Send orders to Pakistan for manufacture. Once returned QC and proofread before framing and sending to clients.

**1984 – 1988: Self-Employed Graphic Designer, Evanton, Scotland.**

After leaving college began working as a freelance graphic designer and artist. Worked as a heraldic researcher and artist in the tourism sector.

## **Volunteering & Charity Work**

January 2018: Organized a Burns Night Ceilidh in local village hall where 70 people attended, and had a fantastic time while raising money for charity.

June 2017: Organized and curated an exhibition of artists work on equality, titled '='.

I selected the artists and their work, designed the exhibition layout, managed the installation of the works, and designed the logo, catalogue, posters and invitations. Arranged and managed the private viewing event, security, HSE, purchasing and staffing. Exhibition ran for a month. Managed the breakdown of exhibition, and return of artist's work.

2015 - 2018: Catalogue design and curating, as well as generally helping at several student and artist led exhibitions, events and seminars in Ipswich and at the University of Suffolk.

2016: Core team member managing and organizing Art Auction, which took place in February. Designed and collated the catalogue, curated and installed works. Worked at the actual event raising £8000 for our student degree show. Oversaw design of degree show catalogue, arranged the drinks reception for show held in June 2016.

2015: Curated an exhibition titled 'Summer 2015' of students work at Prettys Solicitors, Ipswich, designed the invitations, catalogue and posters. Selected and curated the works of art, managed the installation team. A small budget of £500 to fund the exhibition was supplied by Prettys, and ran for 6 months.

2015: Designed the logo and marketing material for a collaborative exhibition at Suffolk One titled 'Level V'. Liaising with staff at Suffolk One and the university staff and student cohort to collate and curate the work, installed the work with installation team, arranged the refreshments and bar for the event.

2012 – 2017: Chairperson PTA: St Joseph's College, Ipswich where my children went to school.

2012: Ran the Loch Ness Marathon and raised over £2000 for a cancer charity.

2009 – 2010: Chairperson PTA: Bosmere CP Community School. My children were at this school from 2006 – 2012 when I was continually active on the PTA.

2007: Lead a team of retired ladies to make a tapestry to celebrate their village. I designed the overall look, size, and broke it down into elements for them to make. I designed and made a timber frame with text sandblasted into it to commemorate the work, now hanging in the village.

2000 – 2006: Volunteering on Toddler Groups and Pre-school Committees where my children attended.

## **Interests & Hobbies**

Making art, and being involved in art projects and charity events. Enjoy the great outdoors, own a dog, a horse and enjoy riding, walking, running, and gardening. Enjoy socializing with friends and family, cooking and sharing good food, going to art exhibitions and events, movies, books, travel, visiting heritage sites.

Community is important to me, and I believe we should all put something back into our communities to make them richer places. Help and support others less fortunate than us.