

AMANDA FORREST



CREATIVE DIGITAL ARTIST & DESIGNER

CONTACT

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-  Rose Street, Edinburgh

MAIN SKILLS

Photoshop rendering & composition, 3d image interpretation, retouching, illustration, visualising, general creativity & design with strong writing/word skills.

STRENGTHS

Productivity, stamina, motivation, ability to work equally well on my own or as part of a team, attention to detail, speed, accuracy, reliability, loyalty, self discipline, diligence & dedication.

MAIN SOFTWARE

CS6: (daily) Photoshop, InDesign, Illustrator, Dreamweaver (on Mac).

RECENT ACHIEVEMENTS

-  **2014:** Design Award for creativity & content on my sister site: www.spacejunk.me.uk

& things people have been saying about most recent work:
www.flying-colours.me.uk/accolades.pdf

PROFILE/CAREER SUMMARY

After my 5 years as a junior, I was taken on by a design/advertising agency in a creative/production capacity (corporate & FMCG work) and after a short while ended up running a studio by the age of 23. Working on many accounts since (incl. blue chip), with a number of reputable agencies in London, the South West of England and Edinburgh, I have gained extensive experience in the industry, handling a wide variety of projects seeing work right through from initial brief & concepts to final artwork.

EXPERIENCE/RECENT HISTORY

2018 to present: General productivity (around 12 hrs per day) on own website & various commissions adding latest work to portfolio/gallery.

2017: Redesigned & rebuilt my entire website & started extensive gallery of creative gifs as PR/self promotion exercise to try to achieve recognition in Edinburgh again (after 15 years living in England).

2016 - 2017: Relocation to Rose Street, starting over & setting up studio with a view to at least initially finding freelance work after a series of events dictated I had to devote all of my time to concluding another task/issue.

2015 - 2016: Completely cleared & dressed my parents' house/family home before process of selling after my Father sadly passed away.

2013 - 2014: Moved back to Edinburgh to take care of my Father, during which time I also began a creative project for which I won an award.

2011 - 2013: Moved from Bristol to London after being offered a job by the Agency that had been giving me freelance work for previous 4 years.

2007 - 2011: Superyacht Art • Publisher & Design Agency • London
Regular freelance design, Photoshop retouching/composition & artwork (working from Bristol with occasional trips to London for meetings/briefs).

2005 - 2007: Advertising Services • Publishing House • Bristol
Employment as Senior Designer. Responsible for all client advertising.

2004 - 2005: Regular freelance design & artwork (commissions produced in own studio or on-site) for various local Agencies in Bristol/SW England.

2000 - 2004: Dutton Merrifield • Design Agency • Bristol
Employment as Image Manager/Photoshop Retoucher & Digital Artist. Responsible for overseeing & finalising all studio imagery later earning title of 'Digital Artist' after main Account Director said my visualising work for Kenco (Kraft Foods) was 'the best the agency had ever produced.'

CLIENT ACCOUNTS

Unilever
Kraft Foods
Orange (now EE)
Hutchison 3G (Three)
Paramount Pictures
Future Publishing
Toys R Us
Timex
Honda
Kwik-Fit
The Royal Mint
United Distillers
Edinburgh Festival/Fringe
Scottish Tourist Board
The Scottish Opera
Scottish Water
Scottish & Newcastle
Belhaven
Barker & Dobson
Baxters Foods
Brontë Biscuits
Golden Wonder
A. T. Mays
Asda
Tesco
WH Smith
Imperial Tobacco
Sun Life
Barclays
Lloyds TSB
Nationwide
Royal Bank of Scotland
Chartered Trust
Yeo Valley
Sunjuice
Hungry Horse
Bath Rugby
Flower Tower
Timeless Furniture
Radio Forth
Radio Clyde
Riviera Radio

OTHER INTERESTS

Animation
Photography
Writing
Comedy
Crafting
Lighting
Upcycling

REGULAR FREELANCE WORK (AGENCIES)

ATHAY ASSOCIATES • Design Partners • Bath
Retouching, composite & illustration work for various international clients.

BAE SYSTEMS (British Aerospace) • In-house studio • Bristol
Design & artwork for corporate & other promotional literature.

BBM CARLSON • Design Agency • Bristol
Photoshop visualising & artwork for various accounts.

DMP • Design Agency • Bristol
Artwork & Photoshop for Barclaycard & other/financial accounts.

DUTTON MERRIFIELD • Brand Led Design Agency • Bristol
Same work I had done while employed by them, but after being made redundant given board decision to ditch Orange client in favour of Three.

FIREBRAND • Design Agency • Chipping Sodbury
Photoshop retouching work – mainly for Lloyds TSB (agency set up by former Creative Director of Dutton Merrifield).

FUTURE PUBLISHING • Publisher of over 50 National Magazines • Bath
Design & Illustration for a number of publications including PC Format.

IMPACT • Design Agency • Taunton
Photoshop retouching for Honda cars & various other/financial accounts.

KINNEIR DUFORT • Multi Award Winning Innovations Agency • Bristol
Visualising & 3d interpretation for presentations including Lynx, Dove soap range & Celebrations chocolates.

NATIONWIDE BUILDING SOCIETY • In-house studio • Swindon
Photoshop retouching & illustration work for national press campaigns.

RADIO • Design Agency (specialising in toy market) • Bath
Visualising, Photoshop retouching & artwork for various products involving complex cut-outs and Illustrator work.

SUN LIFE • In-house studio • Bristol
In-house literature (artwork).

SUPERYACHT ART • Design & Advertising Agency/Publisher • London
Design, Photoshop retouching & illustration work for international clients.

VILLAGE • Design Agency • Bristol
Photoshop retouching, visualising & illustration for pitch work.

WOW CREATIVE • Design Agency • Swindon
Visualising & 3d interpretation for presentations.

YACHT REPORT • Publishing House • London
Design (advertising), Photoshop retouching, composition & illustration work for international clients.

FURTHER EDUCATION & COLLEGE/COURSES

Creative Writing • Technical/Engineering/Architectural Drawing • Art
IT • Advanced Desktop Publishing • Photography • Psychology
Business Management.