

presenting yourself

make it easy

Working people are busy.

**People who may be looking to hire
more people are EXTRA busy.
So make things easy for them.**

- **Easy to find your contact details.**
- **Easy to quickly view and assess your work.**
- **Easy to see that your capabilities suit what they are looking for.**

your essential tools

- résumé
- cover letter
- PDF sampler portfolio
- website

your résumé

- One page is sufficient.
- Keep it simple, but craft the design with care. First impressions are critical.
- Avoid name logos.
- Choose your email address carefully.
- Proofread! Then proofread again.

Brenna Marketello

768 Bellevue Avenue East
Apt. #25
Seattle, Washington 98102
425.306.2964

brenna@brennamarketello.com
www.brennamarketello.com

Education

B.F.A., VISUAL COMMUNICATION DESIGN

University of Washington

Seattle / September 2007–June 2011

GPA 3.65 / Dean's List twelve consecutive quarters

Emphasis is placed on the conception, creation, planning and realization of innovative visual solutions to complex problems in contemporary culture.

DESIGN EXPLORATION SEMINAR

University of Washington-Rome, Italy

August 2009–September 2009

Extensive five week seminar with emphasis on photography, typography, art history and bookbinding. Designed and handbound a book about our experience for final project.

Skills

Proficient in InDesign, Illustrator, Photoshop and MS Office
Knowledge of Digital Photography and Camera Raw
Programming Languages: Basic HTML / CSS, Processing

Experience

DESIGN INTERN

Methodologie

June 2011–present / Seattle

Assist senior design team in producing highly creative, well-crafted identity, print, interactive, and/or environmental communication systems. Collaborate with senior design team in development and execution of design concepts and design.

FREELANCE DESIGNER

Doug Wadden Design

June 2010–July 2011 / Seattle

Under the art direction of Doug Wadden, designed posters for the 2010 and 2011 AGI Open Special Project, featured in the event exhibition and catalogue.

DESIGNER

UW Housing and Food Services

August 2010–June 2010 / Seattle

Developed original printed and screen-based materials for events, promotions, and informational purposes. Involvement in all aspect of the design process—from ideation to final production. Worked closely with design team and presented work to marketing account managers and internal clients.

DESIGNER

UW Division of Design

June 2010–December 2010 / Seattle

Under the direction of Karen Cheng, redesigned the Husky Housing Handbook for ASUW's Off-Campus Housing Affairs, a guide to helping UW students, faculty and employees look for off-campus housing as well as other basic housing logistics.

Activities

CLUE INSTRUCTOR

University of Washington

March 2010–June 2011 / Seattle

Lead weekly sessions tutoring students from the introductory UW design course Design Foundations.

AIGA MEMBER

UW Chapter

November 2009–present / Seattle

Jessica Katona

jessicakatona@gmail.com
www.jessicakatona.com

9848 51st Avenue Southwest
Seattle, Washington 98136
425 444 1334

Education

09/2007 – 06/2011
Seattle, Washington

UNIVERSITY OF WASHINGTON
BFA in Visual Communication Design
Expected graduation June 2011
3.7 GPA, Dean's List every quarter

08/2009 – 09/2009
Rome, Italy

UW DESIGN IN ROME
Five week program on design and photography.

Experience

03/2010 – present
Seattle, Washington

STUDIO MATTHEWS – FREELANCE DESIGNER
Involved in research, ideation, and detailed design of environmental graphics for 11,000 square foot visitor center opening in Seattle in November 2011. Designed campaign to promote the Burke Museum to UW students, featuring a dimensional installation on campus, brochure, t-shirts, and buttons. Project won CASE District 8 Communication Award.

06/2008 – 03/2010
Seattle, Washington

STEADY FLUX – GRAPHIC DESIGN INTERN
Designed and produced 15 page company web site for Steady Flux, a small marine/aerospace engineering consulting firm. Created the graphics and layouts for engineering proposals.

10/2008 – 02/2009
Seattle, Washington

KELLEY MOORE CREATIVE MEDIA – DESIGN INTERN
Researched interior design products and techniques for Kelley Moore, a Northwest lifestyle and entertaining personality. Developed concepts and designs for television segments and events.

References available upon request.

Activities

AIGA UW CHAPTER
09/2010 – 06/2011
Secretary

CLUE INSTRUCTOR
03/2010 – 06/2011
Led critiques for foundation year design students at UW.

Skills

InDesign, Illustrator,
Photoshop, Basic HTML
and CSS, Photography

Peter Clarkson
pdclarkson@gmail.com
+44 (0) 7789 777 927

AUGUST–DECEMBER 2005

Had a wonderful introduction into the real world of graphic design by being an intern with the lovely people from Mind Design

(www.minddesign.co.uk).

OCTOBER 2002–JUNE 2005

Successfully completed my degree at the London College of Communication. B.A. (honours) Typographic Design.

SEPTEMBER 2001–MARCH 2002

Started at the University of Hertfordshire to study B.A. (honours) 2–D Design, but decided to move to London.

SEPTEMBER 2000–JUNE 2001

Successfully completed my foundation course at Brighton College of Art & Technology.

PROGRAMS USED:

Quarkxpress
Photoshop
Illustrator
Indesign

JOANNE MURRAY/CV
DATE OF BIRTH: 06/03/84

I am currently searching for a Junior Designer position within a London Graphic Design studio. I have gained 10 months experience in some top London design agencies since graduating in 2006.

My most recent work for YCN has just been sent out to design agencies across London, to contact graduates and Junior Designers who may want to submit commercial or personal work, with the possibility of being featured in an exhibition at the RCA in August 2007.

CONTACT DETAILS

Joanne Murray
262 Manhattan Building
Bow Quarter
Fairfield Road
London
E3 2UJ

Home 02089815685
Mobile 07772306357

www.jomurray.co.uk
jomurraymint@gmail.com

EDUCATION

Bucks College
BA (Hons) Graphic Design & Advertising. 2003 — 2006
Result: 2:1

Leeds College of Art & Design
Foundation Studies. 2002 — 2003
Result: Merit

Benton Park High School, Leeds
AS and A2 Levels. 2000 — 2002
English Literature, Media Studies, Art and Design

FREELANCE PROJECTS

YCN
YCN AT RCA/SHOW OFF
I was asked to design an identity which is being broadly used to promote a Call for Submissions for YCN at RCA; a new event being hosted at the Royal College of Art in August and September 2007.

Grafik advert
YCN CALL FOR SUBMISSIONS
I designed a single page advert to feature in Grafik magazine, to promote the call for submissions for YCN's Show Off project.

WORK EXPERIENCE

YCN
Airside
Wallpaper*
Mode
Fivefootsix
SEA
NB:Studio

SKILLS

When I work I use In Design, Illustrator, Photoshop and Flash.

ACHIEVEMENTS

FRIDAY LATE ANIMATE AT THE V&A 2007

Assisted a flip book workshop as part of the Airside team.

MILAN FURNITURE FAIR EXHIBITION CATALOGUE 2007

Approached to design the exhibition catalogue for Bucks College design faculty students attending the Milan Furniture Fair 2007.

SHOW&TELL DEGREE SHOW 2006

Part of a three person design team who executed a catalogue, invitations and exhibition signage for the Bucks College degree show 2006.

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Environmental poetry brief set by Lippa Pearce: Take one or more of Shakespeare's sonnets and represent the words typographically within a new environment.

SCARLET PROJECTS/ BLOOMBERG ANIMATION

One minute animation themed around the word 'small', chosen to be displayed in the entrance to the Bloomberg European Headquarters, London.

KEY

About me/Skills
Contact Details/Achievements
Education
Freelance Projects
Work Experience

your cover letter

- Recommendations are an ideal introduction. If you've got one, state it right up front.

Do your research:

- **Who to contact.**
- **No 'Dear Sir or Madam'. (Shows that you're lazy.)**
- **Spell names correctly.**
- **A little flattery can go a long way.**

- Keep it short and to the point.
- Why are you useful to them?
Not why this would be the perfect place for you.
- Spelling! Grammar!
You are demonstrating how much extra work you are going to cause.
- “I will call next week to follow up.”
(and do it).

When applying to a specific job:

- **Read their job posting carefully.
What is important to them?
How can you answer that need?**
- **Tailor your response to them.**
- **Where possible, be specific about
your experience.**

your PDF sampler

- Serves to get you in the door.
- Less is more. 3–5 projects is fine.
Your very best work, edited.
- Design ties to your résumé, cover letter.
- Keep size standard: 8.5 x 11"
- Watch your edges.

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Experience

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June 2010–December 2010 / Seattle

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DESIGN INTERN

Resolute Lighting

March 2010–September 2010 / Seattle

Responsible for image production and processing of light fixtures. Edited and organized images to prepare for the current website.

Activities

CLUE INSTRUCTOR

University of Washington

March 2010–June 2011 / Seattle

Lead weekly sessions tutoring students from the introductory UW design course Design Foundations.

AIGA MEMBER

UW Chapter

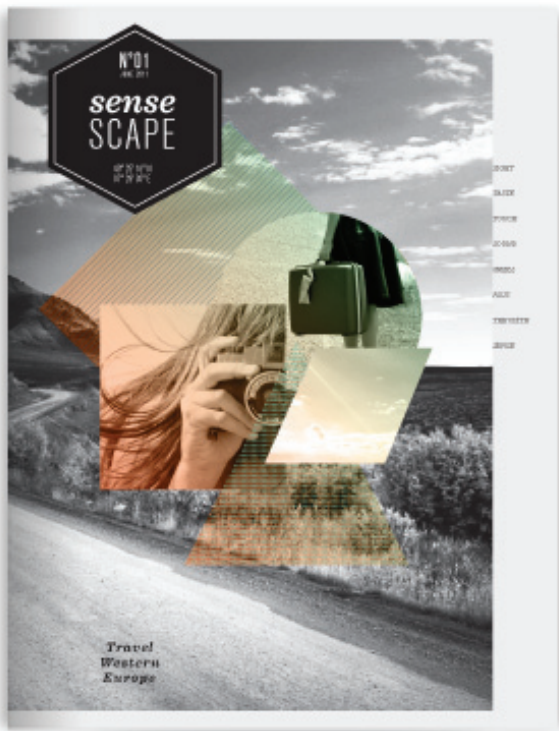
November 2009–present / Seattle

PARTICIPANT

Hello Poster Show

November 2009 / Seattle

Designed silk screened poster for show. Proceeds donated to three organizations in the University of Washington district.



Sensescape Issue 01

Concept and design for Sensescape, a travel based publication based on the five senses: sight, sound, touch, taste, and smell.



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Take Your Time

An installation and print collateral that promotes living life slower by rewarding the audience for slowing down through a growing "manifeslow" on an interactive wall. Designed in collaboration.



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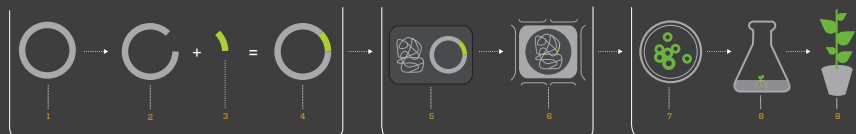
FOOD FOR THOUGHT

GENETICALLY MODIFIED CROPS

WHAT IS GENETIC MODIFICATION?

In a nutshell, genetically modified foods can be defined as organisms in which the genetic material (DNA) has been altered in a way that does not occur naturally. It allows selected individual genes to be transferred from one organism into another.

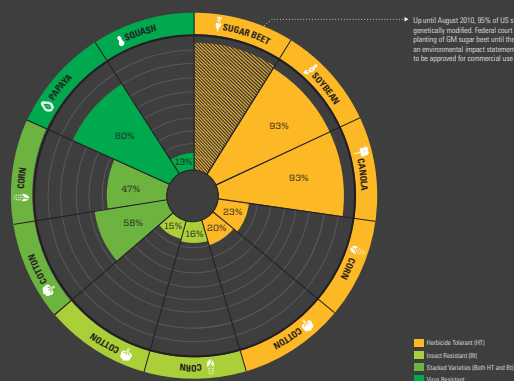
1. Take plasmid (circular DNA molecule) from *Agrobacterium tumefaciens*
2. Open the plasmid
3. Insert the desired DNA
4. New DNA (DNA) is inserted with natural cell
5. New DNA is inserted back into *Agrobacterium tumefaciens*
6. The new DNA integrates with plant's chromosome & transforms the plant cell
7. Transformed plant cells are cultured in a new growth medium
8. Plants are cultured to plantlet stage
9. The plant transforms into a genetically modified plant



TRAITS AND TECHNOLOGIES USED TO MODIFY CROPS

GM TRAIT	MODIFICATION	PROPERTIES OF TRAIT
 (HT) HERBICIDE TOLERANT	The selected gene is taken from bacteria and inserted into the plant genome.	The crop is resistant to certain herbicides. Most are resistant to glyphosate and glyphosate.
 (Bt) INSECT RESISTANT	Genes from the soil bacterium <i>Bacillus thuringiensis</i> are transferred into plant genome.	The crop is insect resistant because it produces Bt proteins that are toxic to specific insects.
 VIRUS RESISTANT	A viral gene encoding a virus 'coat' protein is transferred into the plant genome.	The crop is resistant to viruses by producing the viral coat protein before the virus infects the plant.

GM CROPS IN THE US



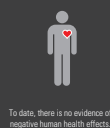
Up until August 2010, 95% of US sugar beet was genetically modified. Federal court banned the planting of GM sugar beet until the USDA prepares an environmental impact statement for this crop to be approved for commercial use again.

HOW GM CROPS AFFECT PEOPLE

FDA LACKS LABELING POLICY

"The substances intentionally added to food via biotechnology have been well-characterized proteins, fats, and carbohydrates, and are functionally very similar to other proteins, fats, and carbohydrates that are safely consumed in the diet and so will be presumptively generally recognized as safe."

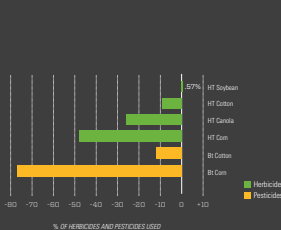
—James H. Mayer, Ph.D.
Biotechnology Coordinator | Center for Food Safety and Applied Nutrition



HOW GM CROPS AFFECT THE ENVIRONMENT

REDUCTION IN HERBICIDES + PESTICIDES

INCREASE IN HERBICIDE GLYPHOSATE FOR HT SOYBEAN
This is the active ingredient used to replace other herbicides. Although farmers sprayed 200,000 acres by HT herbicides, glyphosate is at least 3 times less toxic than other synthetic herbicides and has low toxicity to mammals, birds, and fish.



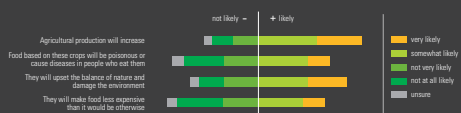
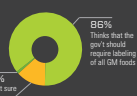
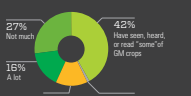
RISE OF SUPERWEEDS

HT crops modified to tolerate the chemical glyphosate, patented by the agribiotech company Monsanto, allowed farmers to spray this herbicide to kill weeds while leaving the crop unharmed. But now surrounding weeds have become HT resistant and the growth of "superweeds" are forcing farmers to go back to more expensive techniques and increase their use of herbicides.



WHAT THE PUBLIC THINKS ABOUT GM CROPS

25%
Of Americans say they fully understand what genetically modified food is all about



SOURCE: USDA (2013) PE Economics Ltd GM Crops Global Social Economics and Environmental Impact 2012 | NSDA International Survey of Herbicide Resistant Weeds: The Herbio-Poll. Globally Modified Food 2011 | International Food Information Council Foundation Food Biotechnology 101

Food For Thought

Researched and collected content for posters.

Informs the audience on genetically modified crops.

SEEDS FOR THE FUTURE

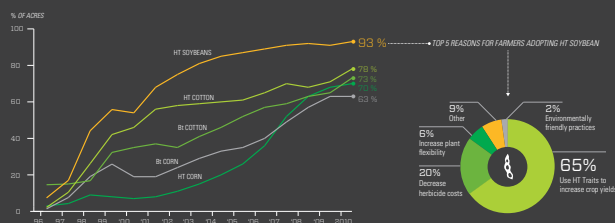
GENETICALLY MODIFIED CROPS

FARMERS ADOPTION OF GM CROPS

INCREASE IN ADOPTION OF GM SEEDS IN US

“Driven by farmers' expectations of lower production costs, higher yields, and reduced pesticide use, the rate at which U.S. farmers adopt genetically modified crop varieties has jumped dramatically. It has been estimated that about 331 million acres of GM crops with herbicide tolerance and/or insect resistance traits were cultivated worldwide in 2009.”

—USDA 2010



IMPACT ON THE US ECONOMY

US ECONOMIC GAINS 1996-2008

\$51.9 BILLION

DUE TO

50.4% REDUCTION IN PRODUCTION COSTS

AND

49.6% INCREASE IN GM CROP YIELDS

INCREASES IN CROP YIELD

POSITIVE YIELD EFFECTS OF GM CROPS (MILLION TONS)

The primary impact of biotech HT technology has been to provide more cost effective and easier weed control, delivering higher yields in some countries. Biotech HT soybeans have also facilitated the adoption of no tillage production systems, shortening the production cycle.

The Bt traits, used in the corn and cotton sectors, have accounted for 89% of the additional corn production and almost all of the additional cotton production.



GLOBAL GM PRODUCTION BY CROP

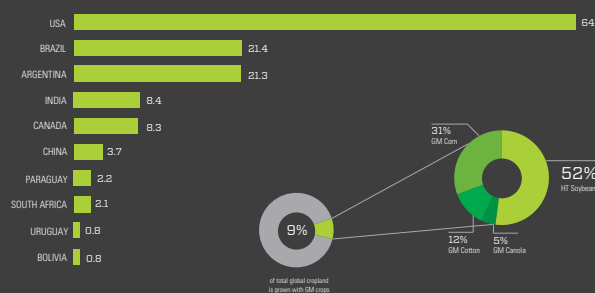
TOP TEN GLOBAL PRODUCERS OF GM CROPS



GLOBAL GM PRODUCTION BY HECTARES

In 2008, 134 million hectares of genetically modified crops were cultivated globally. This accounts for 9% of the total global cropland. The HT soybean represents 52% of these 134 million hectares, grown in 11 countries.

1 MILLION HECTARES = 2,471,000 ACRES

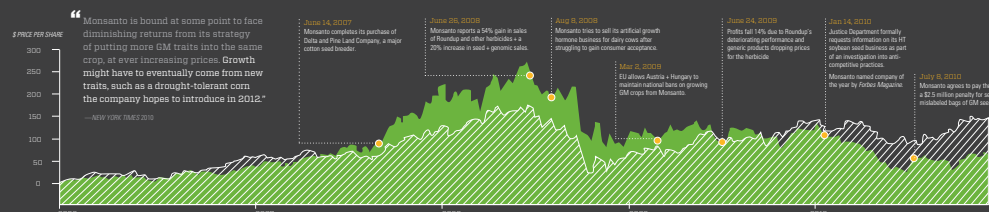


LEADING BIOTECH COMPANIES

MONSANTO AND SYNGENTA

Both Monsanto (US) and Syngenta (Switzerland) are agribiotech companies that focus on plant biotechnology in the agriculture industry. They specialize in crop protection, selling traits for insecticides, herbicides and fungicides to control weeds, insects and diseases in crops.

MONSANTO
SYNGENTA



SOURCES: USDA 2010; USDA Global Status of Commercialized Biotech Crops 2010; PwC Economics Ltd. GM Crops Global Status: Economic and Environmental Impacts 2009; Reuters, Yahoo Finance 2010

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CHI Conference

CHI (Conference on Human Factors in Computing Systems) brings together people from the design, user experience, engineering and technology. Worked with clients during design process.



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JOANNE MURRAY/CV
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CONTACT DETAILS

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262 Manhattan Building
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Fairfield Road
London
E3 2UJ

Home 02089815685
Mobile 07772306357

www.jomurray.co.uk
jomurraymint@gmail.com

EDUCATION

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Benton Park High School, Leeds
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NB:Studio

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EXHIBITION CATALOGUE 2007

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D&AD STUDENT ANNUAL 2006
IN BOOK

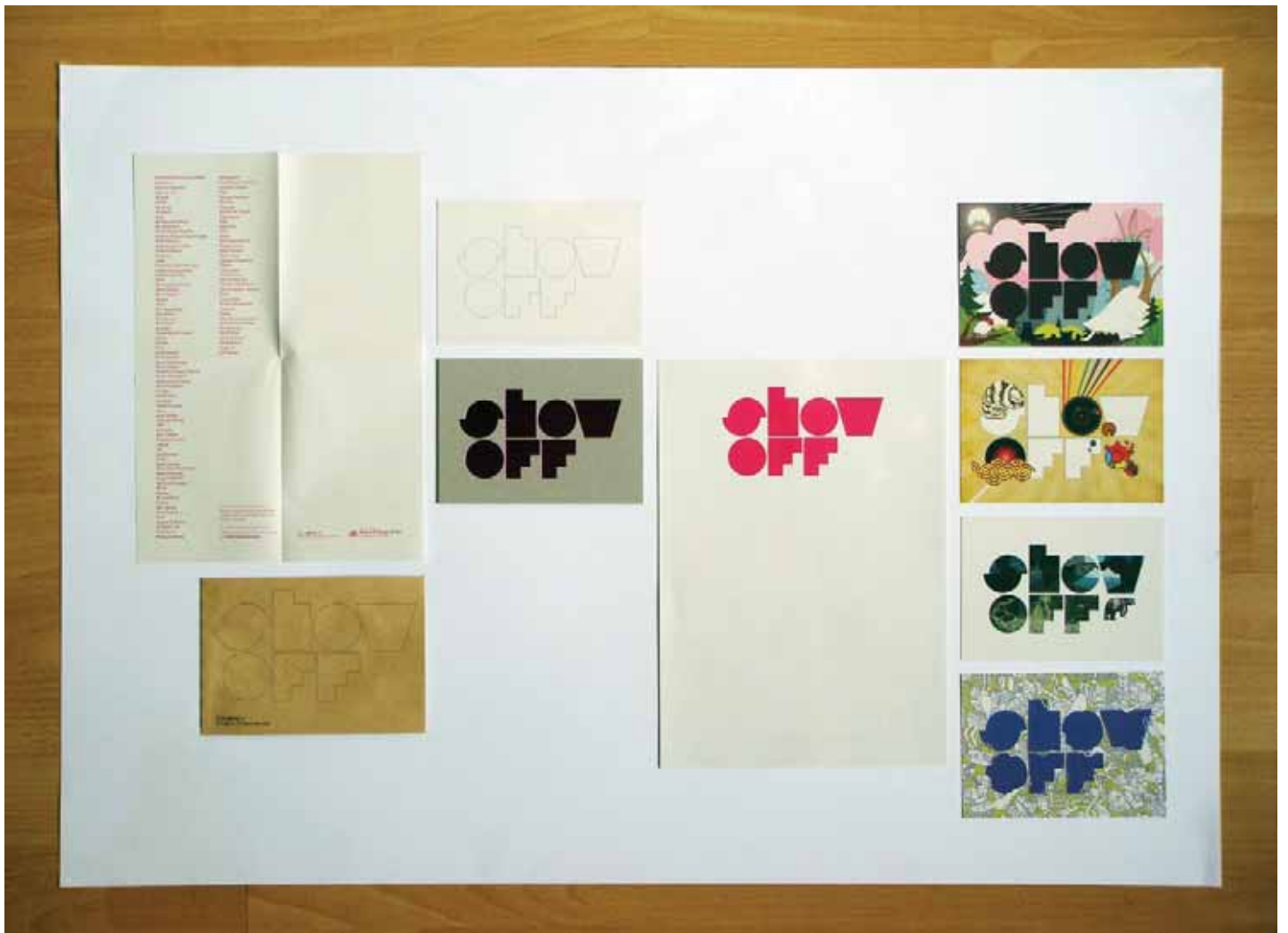
Environmental poetry brief set by Lippa Pearce: Take one or more of Shakespeare's sonnets and represent the words typographically within a new environment.

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BLOOMBERG ANIMATION

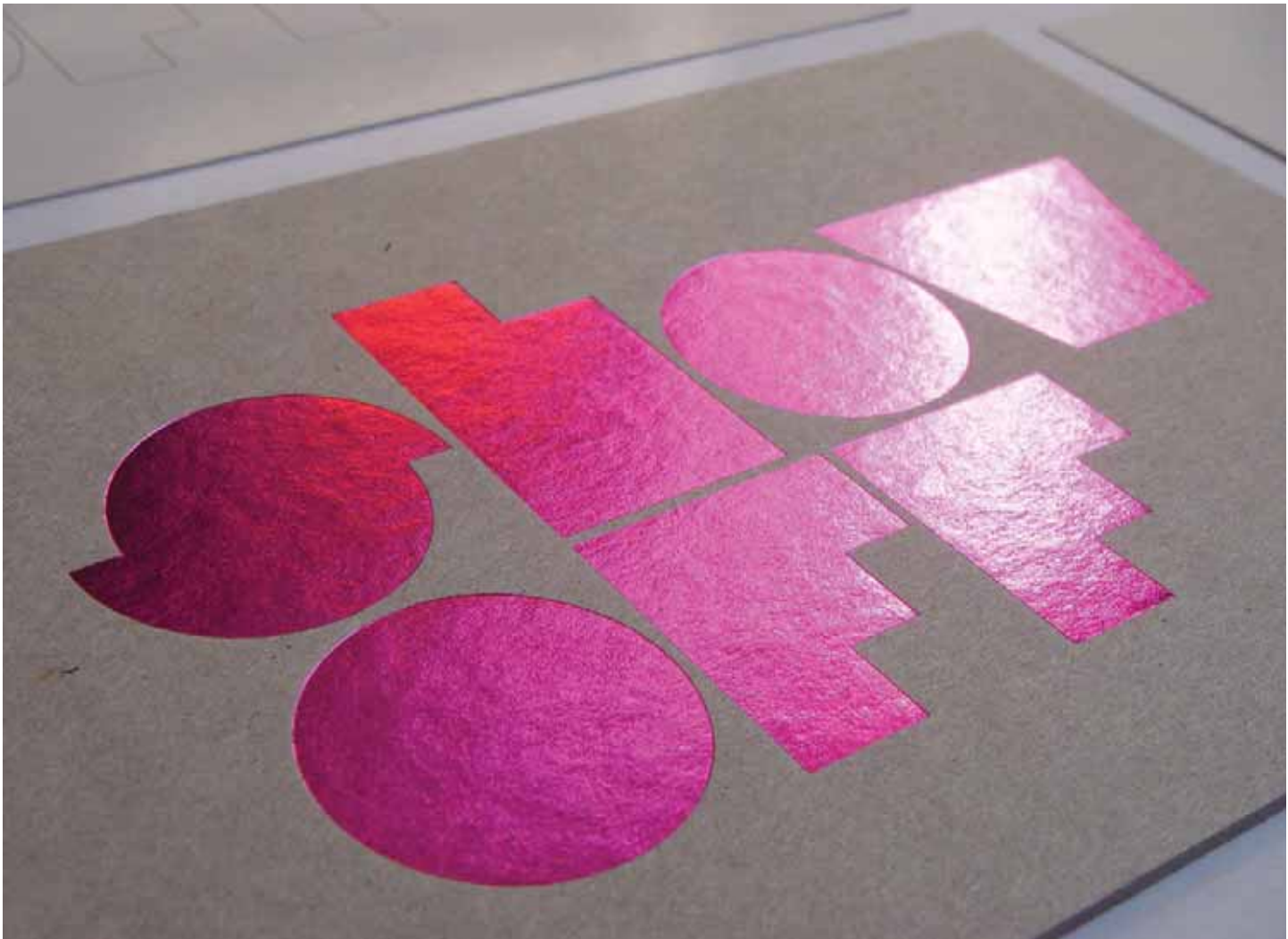
One minute animation themed around the word 'small', chosen to be displayed in the entrance to the Bloomberg European Headquarters, London.

KEY

About me/Skills
Contact Details/Achievements
Education
Freelance Projects
Work Experience



Client: YCN. Work: YCN AT RCA/SHOW OFF Identity, 2007. Items: Invitation, envelope, postcards, letterhead, poster.



Client: YCN. Work: YCN AT RCA/SHOW OFF Identity, 2007. Item: Invitation.

YCN invite you to submit your
best work to be considered for inclusion
as part of a special new show.

Hosted by the Royal College of Art, the event
will present some of the best emerging
talent in Design, Illustration, Animation and
Interactive Communication. Selected
work will be seen by figures from across the
creative industries internationally, both
at the RCA and in the pages of our annual book.

Submissions deadline
07 July 2007

Exhibition Open
30 August—03 September 2007

Best of show
September 2007

Book 0708
October 2007

For more details on eligibility,
the curatorial process and to submit work visit
www.ycnonline.com



Client: Bucks College. Work: Milan Furniture Fair exhibition catalogue, 2007. Item: Exhibition catalogue, cover.

BRIEF: RESPOND TO THE NUMBER 10

Conceptually 10

Chris Green

X

Susie Lee/Hilary Torrence

Attraction

Helene Bjork

07 Making 10

10

Alexandra Sten Jorgensen
10:Light

11

Tom McDowell
01010100
01000101 01001110

12

Karl Warren
Lee Kirkbride

23

Performing 10

25

Siobhan O'Shea
Nicole Pedrick
Lucy Pang

26

Concrete Po

Elizabeth

Shaun C

27

Nicola

Ten

Se



Tom McDowell

144 (0) 1875 324 991
tom@tomcdowell.com

8849100 0200001 0101118

Silver necklace with 72 silver
and stainless steel links. Each
"Link" is 10mm x



Karl Wimmer

044 (0) 20 33 33 7 900
karl@karlwimmer.com

Lee Kabbir

444 (0) 1875 324 991
lee@lee-kabbir.com

Edwin Tull

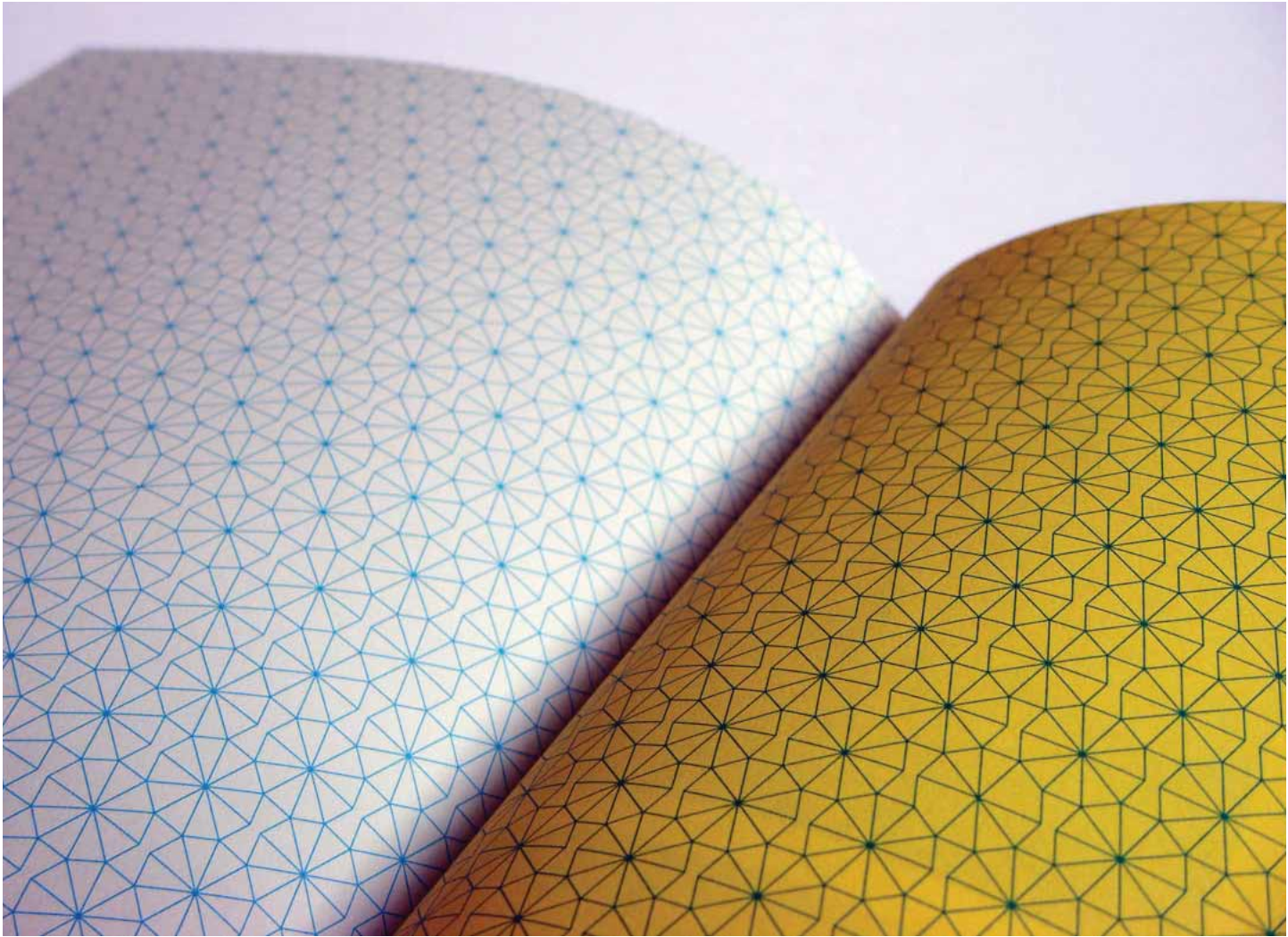
044 (0) 1234 567 890
edwin@edwintull.com



The Pink Dot Light

Modern, black, adjustable lamp
and pendant in black metal.
Pink dot.





Client: Bucks College. Work: Milan Furniture Fair exhibition catalogue, 2007. Item: Exhibition catalogue.

**NB: STUDIO
4 - 8 EMERSON STREET
LONDON
SE1 9DU**

ME/YOU SCRIPT

Please edit the part of the script entitled: 'YOU', with the pen provided.
Post this script back to me in the envelope enclosed.

ME: Hello, my name is Jo Murray and I am a final year, graphic design degree student from Bucks College, High Wycombe.

YOU: (hello Jo/goodbye Jo)

ME: I'm really interested in gaining some work experience at your design agency.

YOU: (yes we'd love to offer you a placement /we don't offer placements)

ME: I'd like to show you some of my work.

YOU: (post it/email it/bring it in/neither)

ME: Most importantly, I love to: make strong coffee/espresso/tea; scan repeatedly for 8 hours; buy lunch; post letters; answer the telephone and take messages; work late...

YOU: (we could do with some help/we're fine thanks)

ME: My work thrives on ideas. I have a passion for words and language. Typography excites me.

YOU: (we like the sound of that/not interested)

ME: I have a Yorkshire accent.

YOU: (we welcome Northerners/Southerners only)

ME: My mobile number is: 07929 194 213

YOU: (speak soon/don't expect our call)

ME: My email address is: jomurraymint@gmail.com.

YOU: (I'll email you/I'm not going to bother)

COMMENTS



My mistress' eyes are nothing like the sun;
 Coral is far more red than her lips' red;
 If snow be white, why then her breasts are dun;
 If hairs be wires, black wires grow on her head.
 I have seen roses damask'd, red and white,
 But no such roses see I in her cheeks;
 And in some perfumes is there more delight
 Than in the breath that from my mistress reeks.
 I love to hear her speak, yet well I know
 That music hath a far more pleasing sound;
 I grant I never saw a goddess go;
 My mistress, when she walks, treads on the ground:
 And yet, by heaven, I think my love as rare
 As any she belied with false compare.



Project: **NB:Studio work archive**. Designed on a work placement in April 2006.

Project: **Dialogue typeface, 2006.** Designed for use in my Dialogue magazine.



Project: [Dialogue table](#), 2006. Conversation table with a built-in script.

[illegible]

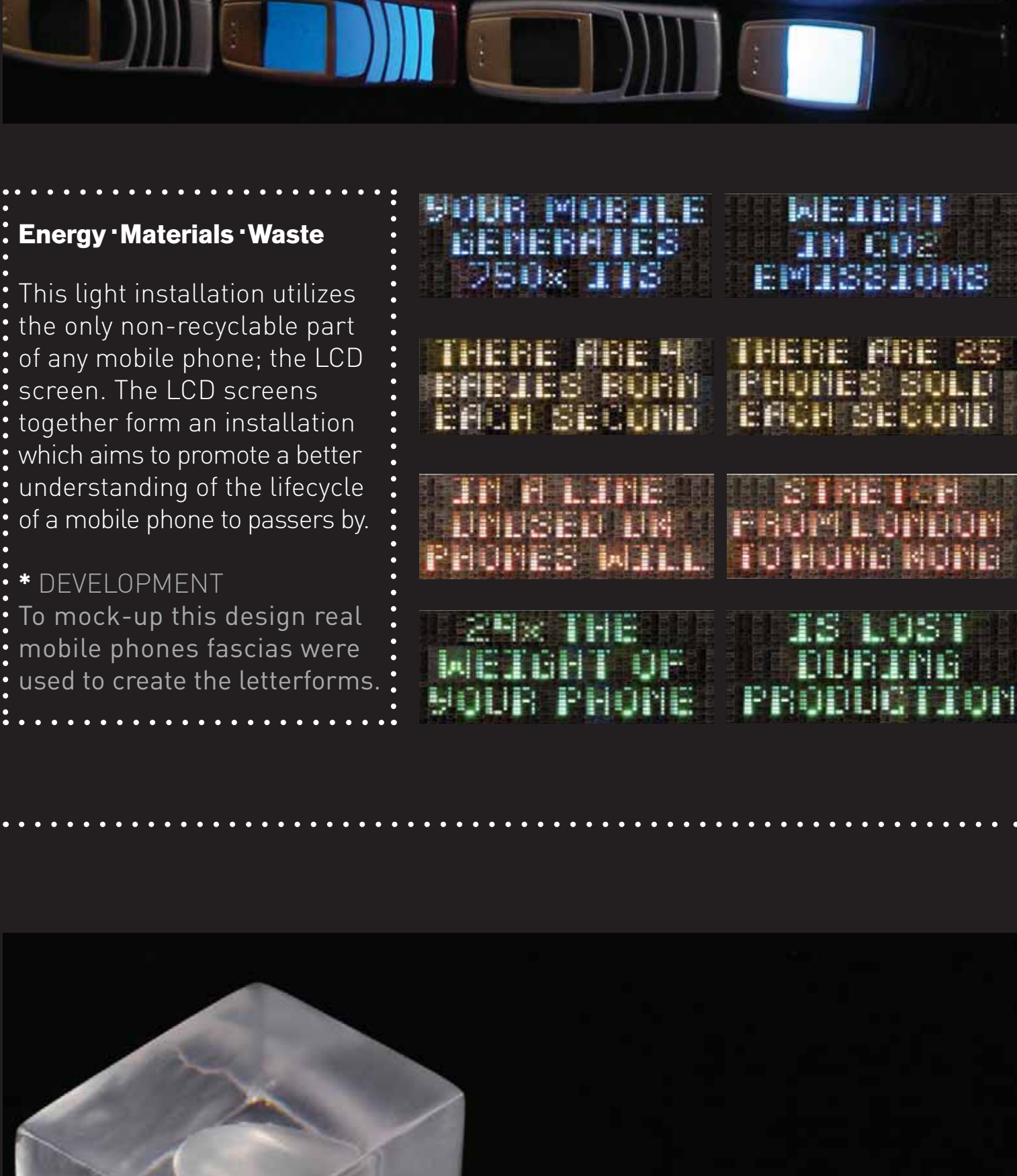
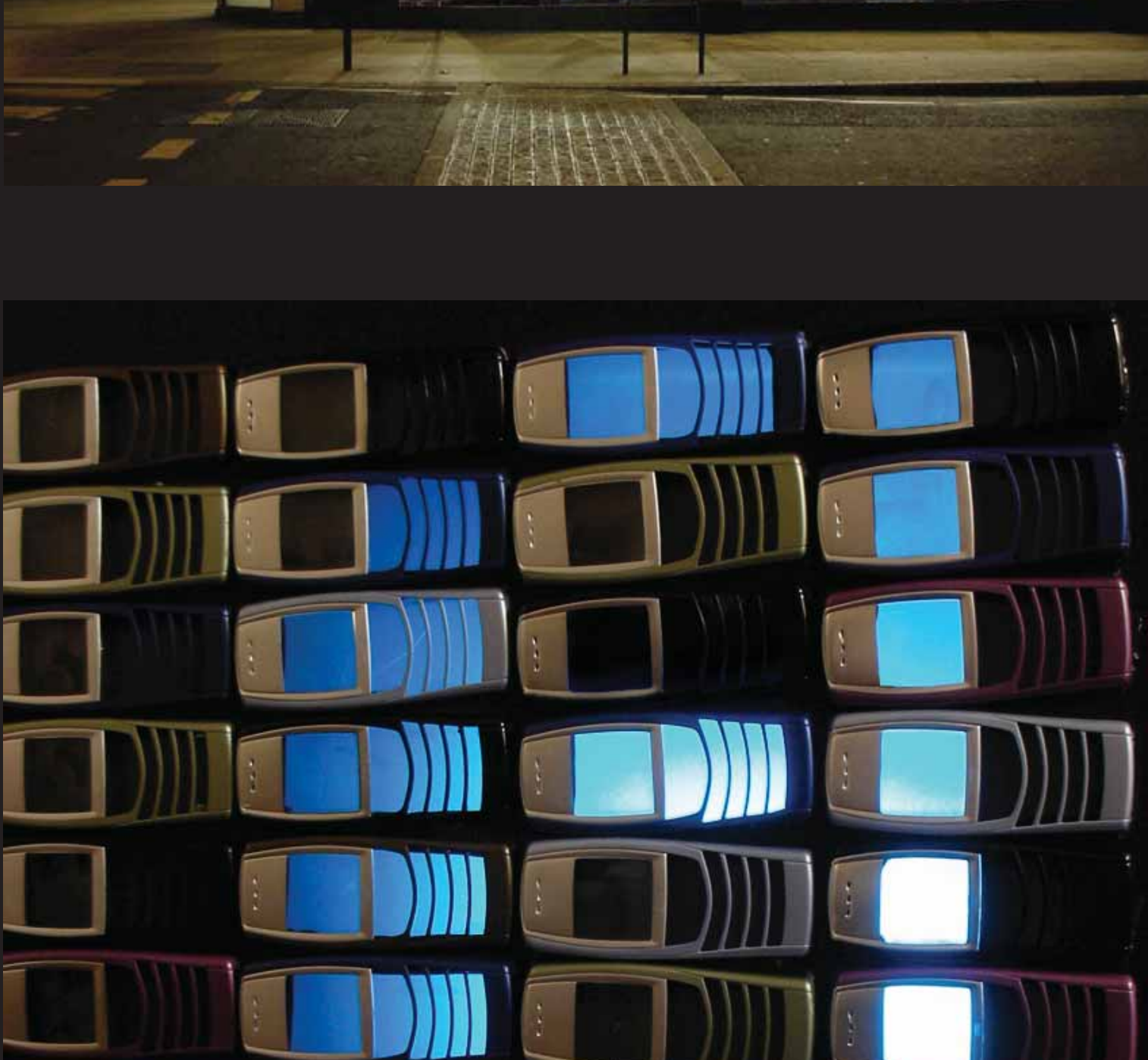


Hi Sophie and Kristine

My name is Karishma. I am a young graphic designer looking for work and this is my mini folio and CV.

I am a recent graduate of Kingston University and finished with a BA First-Class Honours degree in Graphic Design. Since then I have mainly been freelancing for Atelier Works in Kentish Town, although I was also at the Pentagram studio in Berlin for the month of September.

I hope you like my work!



Energy · Materials · Waste

This light installation utilizes the only non-recyclable part of any mobile phone; the LCD screen. The LCD screens together form an installation which aims to promote a better understanding of the lifecycle of a mobile phone to passers by.

* DEVELOPMENT

To mock-up this design real mobile-phones fascias were used to create the letterforms.

YOUR MOBILE GENERATES 250x ITS WEIGHT IN CO₂ EMISSIONS

THERE ARE 4 BABIES BORN EACH SECOND

THERE ARE 25 PHONES SOLD EACH SECOND

IN A LINE DROPPED ON PHONES WILL STRETCH FROM LONDON TO HONG KONG

24x THE WEIGHT OF YOUR PHONE IS LOST DURING PRODUCTION



Porcelain Wedding Rings

Royal Society of Arts
Ceramic Futures Winner

This project looks at the issues surrounding modern marriages and uses the porcelain material to communicate the fragile and precious nature of marriage to modern couples.

* RESEARCH

This very research based project involved contact with specialists from industries unfamiliar to me. This taught me how using graphic design together with other disciplines can create new and exciting results.

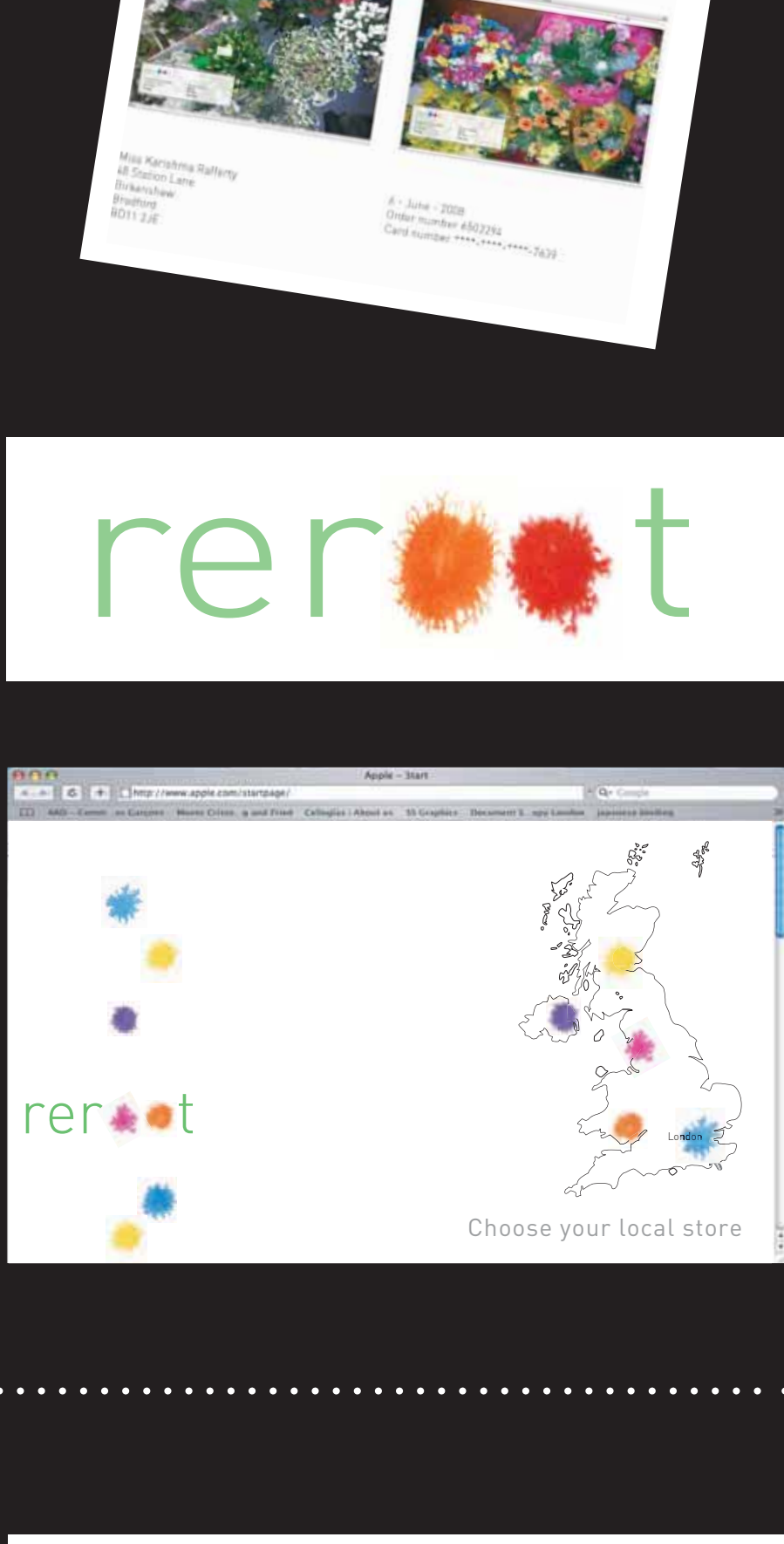


Barracks

After visiting the Hounslow Army Barracks, the oldest in the England, I learnt that the listed buildings there are soon to be converted into apartments and so this joint project is a proposal for a memorial for the site in the style of an architectural folio.

* RESEARCH

After talking with soldiers at the Barracks about it's history and how it is perceived by the local residents, it became apparent that the Barracks has managed to keep a very low public profile despite it's fascinating history. It is this which was inspiration for this subtle memorial where the areas of grass within the Barracks make up the camouflage pattern when seen from the overhead aircraft landing at nearby



Reroot

This web software concept is aimed at allowing even the most technophobic shopkeeper access to the online market of shoppers.

* HOW IT WORKS

The live feed from webcams dotted around the shop streams footage of the shop's stock directly to its website. After selecting exactly what fresh produce the customer wants, screen grabs of the browser window serve both as receipt for the customer and order form for the shopkeeper.



Urban Age

This past Summer I have been freelancing at Atelier Works in London. I have been working on a book which contrast and compares six major international cities socially, economically and environmentally.

* ICONS:

I have been working on a series of icons which represent facts about each of the cities. This set is to do with comparing transportation in New York, Shanghai, London, Mexico City, Johannesburg, and Berlin.



Thank you for taking the time to look at my work. To see more of it or if you have any questions please contact me on

+447986 706 008 or karishmarafferty@hotmail.com

References available on request.

mini portfolio of Magnus Polbratt

magnus@colophon.se

+44 (0) 7817 111 809

www.colophon.se

Welcome /

My name is Magnus and this is my mini portfolio showing some of my best design work. It also includes a line or two about who I am, what I can do and what I have done before.

I can start by mentioning that I am a 25 year old Swedish graduate of this year from the London College of Communication. Over the last few years I have developed a love for letters and typography; which also has been my pathway of study at LCC. My design work tends to be simple, with a good idea as a base, that doesn't need to be covered in fancy graphics. My interest lies mainly in the editorial area of design such as books, magazines, posters and identity work, but any new area of design is always interesting.

Over the last year I have been working as a freelance designer for a small design studio called 400 Communications a few days a week along side my studies. This have helped refine my skills greatly, especially learning how to craft the sometimes crazy ideas of a slightly naïve college student to a professional piece of design. For more info on 400 please visit www.400.co.uk.

I hope you enjoyed my work, feel free to contact me with any question you might have regarding my Portfolio.




MagAzone

Project: 2006, Magazine + poster

We got given a research project over the summer of 2006 to research ourselves. I got my family and friends to write who I was rather than me writing who I think I am or who I want to be. I collected all these writings and put together this magazine.



name	Rina Hyo-dong Kim
me	<p>hi. my name is hyodong kim. but you can call me rina. ✓</p> <p>if you want to reach me, just reach out and reach me.</p> <p>but if you can't be bothered, give me a ring at: <u>07917042984.</u></p> <p>or if you are rather shy or have an ugly voice, please write to me at: 1309 helen graham house, ✕ 57 great russell street, london, uk. wc1b 3bd.</p> <p>or just drop me an email instead at: <u>hdrina.kim@gmail.com.</u></p> <p>but i'd be really happy if you wrote to me. i promise that i'll write back. because i will.</p> <p>oh, and i also live stuck somewhere on the world wide web. please come and visit me. ✕ <u>www.rinakim.com</u> ✕</p> <p>thank you.</p>
education	<p>Oct 2004 - July 2007 : BA (hons) Graphic Design, Central Saint Martins College of Art and Design, London. Graduated with 1st Class Honours.</p> <p>Sept 2003 - June 2004 : Foundation Studies in Art and Design, Central Saint Martins College of Art and Design, London.</p>
<u>work experience</u>	<p>July - Aug 2006 : Brand London, London (a graphic design company) - Internship I worked on creating a new website. Participated in the idea making, design and research processes of the website, also creating a database for the contents.</p> <p>June - July 2006 : 'Lago Studio' of Lago, Milan (idea bank of the furniture company) - Workshop/Work experience Worked on the idea making and designing of 5 new projects of Lago: Product design, marketing and promotion, new canteen design, and brand identity projects.</p> <p>Sept 2005 : Tomato (Advertising Photography Studio), Seoul - Part time work experience as Assistant Assisted in several photographic shoots for advertisements.</p>

	<p>Aug - Sept 2005 : SangSangGwa SengGak : 상상과 생각 (Advertising Company), Seoul - Internship Learned the process of how 2D advertisements are made in real life and participated in idea making processes and research processes.</p> <p>June - Aug 2005 : 3D Media Solution (Graphic design Company), Seoul - Internship Had experience of editorial design, poster designing and POP (Point of Purchase) design.</p>
 extra-curricular activities	<p>June 2007 : D&AD Portfolio Surgery - nominated participant One of four students nominated from college to participate in the workshop. Leading UK agencies and design groups provide one-on-one book and portfolio crits for the UK's creative graduates, offering advice, encouragement and in many cases interviews and placements.</p> <p>May 2005 - present : Andrea's Writing Workshop (AWW) - Member Participant and contributor of the creative writing workshop. Magazine "The Written Stuff" (2007) published.</p> <p>Sept 2005 - 2006 : Central Saint Martins College of Art and Design Korean Society -President Organised meetings every two weeks for 20+ people, and also various events to help the Korean students in Central Saint Martins College, and also to promote the Korean culture in London</p> <p>Sept 2004 - 2006 : University of London Korean Society (ULKS) - Active member Active member of the ULKS as the representative of Central Saint Martins College of Art and Design</p> <p>Feb 2006 : Central Saint Martins College of Art and Design Korean Society Party - Promoter and organiser Promoted and organised a party for approx 350 people and generated a profit of £2500</p> <p>Feb 2006 : Korean Culture and Food Night for the 'University of London Korean Society' (ULKS), London - Stage Manager Assisted in organising Korean Cultural Night for foreign students, designed a brochure for the event, helped with promoting the event, and was in charge of on-stage and back-stage management</p> <p>Sept 2004 - June 2005 : Central Saint Martins College of Art and Design Korean Society - Vice-president Assisted the president for various events</p>

	<p>March 2005 : Central Saint Martins College of Art and Design Korean Society Party - Co-organiser and Poster designer</p> <p>Feb 2005 : Korean Culture and Food Night for the 'University of London Korean Society' (ULKS), London - Back stage Manager Assisted in organising Korean Cultural Night for foreign students, helped with promoting the event and was also in charge of back-stage management</p>
<u>volunteering</u>	<p>July 2005 - present : Silver Peace (A home for the elderly people), Hanam, South Korea - Volunteer and Logo designer</p> <p>May 2005 : Korean Film Festival @ Prince Charles Cinema, London - Assistant Volunteered as an Assistant, helped with promoting the event and administered customer service</p>
<u>exhibition</u>	<p>June 2007 : D&AD New Blood Exhibition @ Old Billingsgate, London D&AD New Blood Exhibition uncovers the best new creative graduates from the UK and around the world. Leading colleges send over 2,500 of their best final year students to Old Billingsgate in London.</p> <p>June 2007 : Central Saint Martins Degree Show @ Back Hill, London</p> <p>May 2007 : W E M I X (West.East.Memories.Identity.Xperience) @ Noli's Gallery, London An exhibition of 15 graduates of The University of Arts London. To exhibit the voice of Asian students in an International educational environment.</p> <p>April 2007 : 'Room' Exhibition @ Asia House, London</p> <p>March 2007 : Work in Progress Show @ La Viande, London A 'work in progress' Workshop / Exhibition of the 07' BA Graphic Design Third year students of Central Saint Martins College of Art and Design</p> <p>June 2006 : Free Range 'Discipline' @ Free Range, London A Central Saint Martins College of Art and Design Second year BA Graphic Design Show.</p>

qualification

TOEFL (Test of English as a Foreign Language)

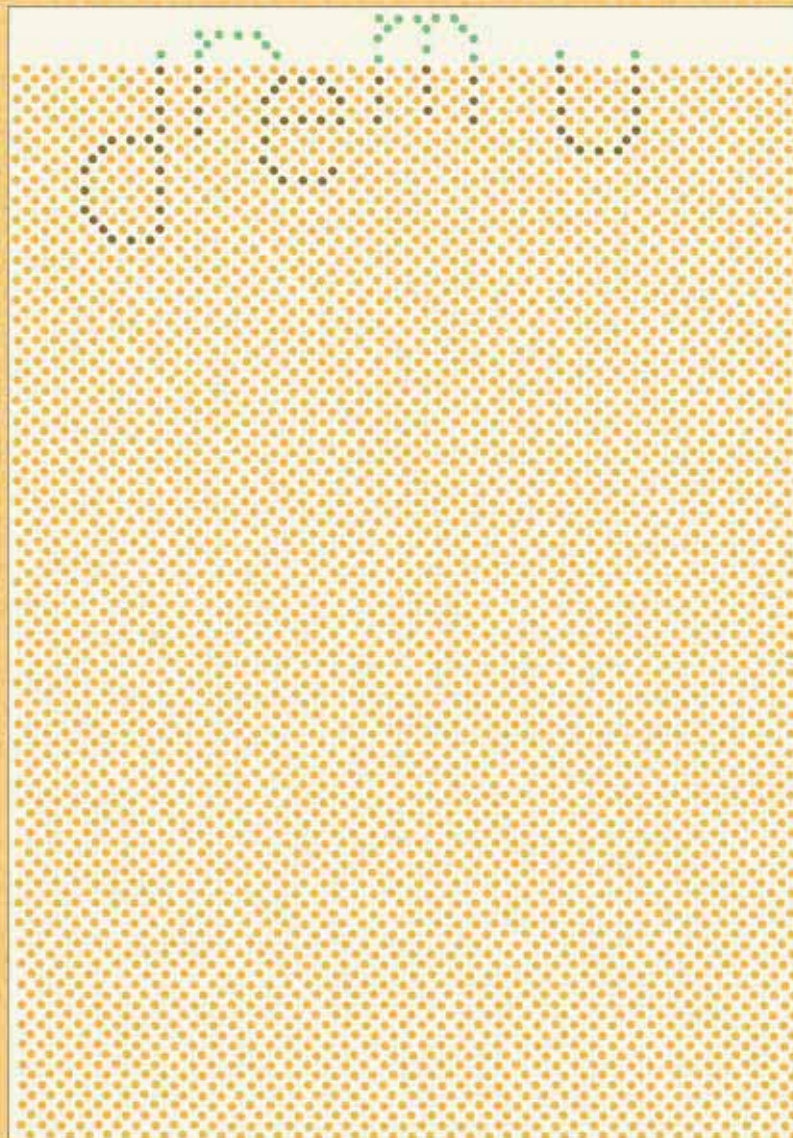
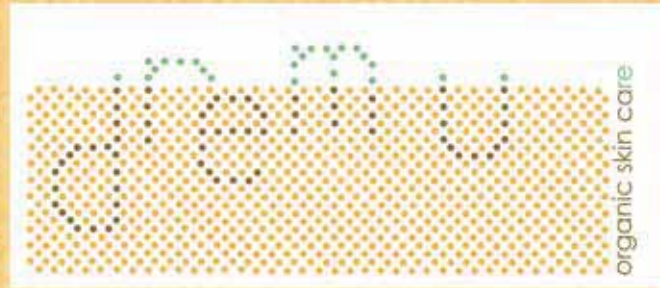
: Score 116/120 (iBT)

DELf (Diplome d'Etudes de Langue Francais)

: DELF qualifications received

Tae Kwon Do

: 2nd Dan recieved



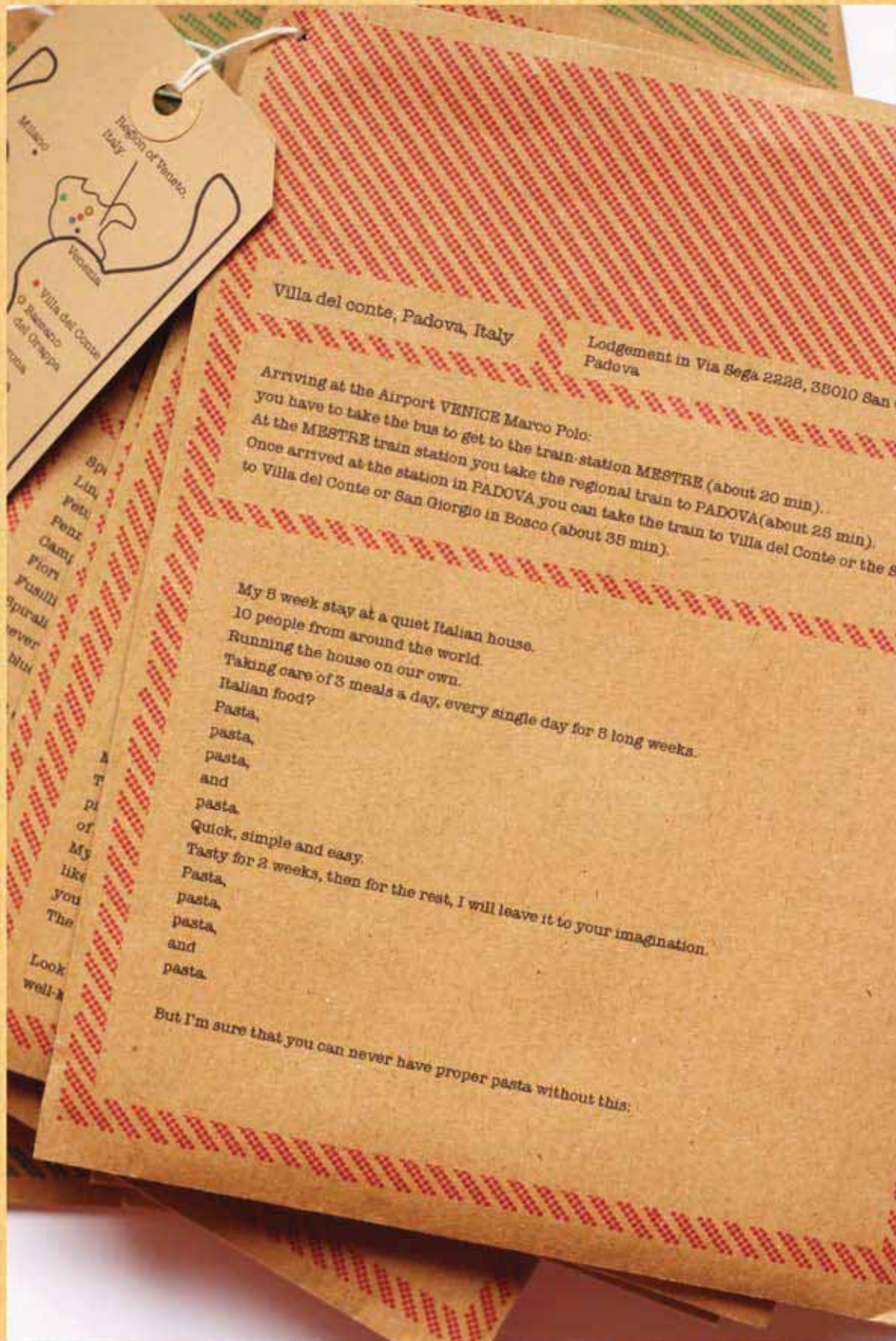
title	Logo: Dremu Skin Care - Organic Skin care range.
brief	Design a logo, creating a feel or mood with the typography that describes the nature of it.
	: Wanting to express the organic and 'raw'ness of the product while looking reliable and professional, the concept is based on the thought of seeds in the soil (the letters 'Dremu' in dots), growing up to become shoots of leaves.



title	Logo: The Green Room - Urban Chic tea Room
brief	Design a logo, creating a feel or mood with the typography that describes the nature of it.
	: Concentrating on the contemporary feel of an urban tea room, I focused on visualising the handle of a tea cup and incorporating it into the logo.



title	Travel Guide: 'Italy Veneto in a Brown Paper Bag'. (16.5 x 22 x 3 cm)
brief	Choose somewhere you have a strong connection with and put together your own personal collection of eight things this place wouldn't be the same without. They can be as mundane, obscure or obsessive as you like!
	: A brochure of my memories of living in Italy for five weeks. Looking back at the feelings that I have felt, in connection to the location of a place, I connected the memories to a collection of eight objects that I have brought back from there. One object represents a place, representing a personal diary-like memory of Italy. My memories provoke a feeling to the readers.



Villa del conte, Padova, Italy

Lodgement in Via Segà 2228, 38010 San C
Padova

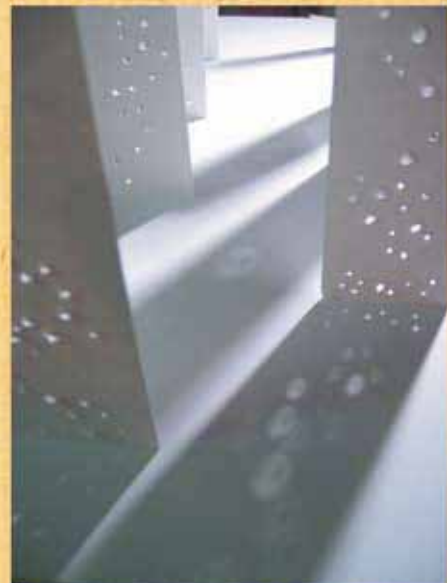
Arriving at the Airport VENICE Marco Polo:
you have to take the bus to get to the train station MESTRE (about 20 min).
At the MESTRE train station you take the regional train to PADOVA (about 25 min).
Once arrived at the station in PADOVA you can take the train to Villa del Conte or the 8
to Villa del Conte or San Giorgio in Bosco (about 35 min).

My 5 week stay at a quiet Italian house.
10 people from around the world.
Running the house on our own.
Taking care of 3 meals a day, every single day for 5 long weeks.
Italian food?

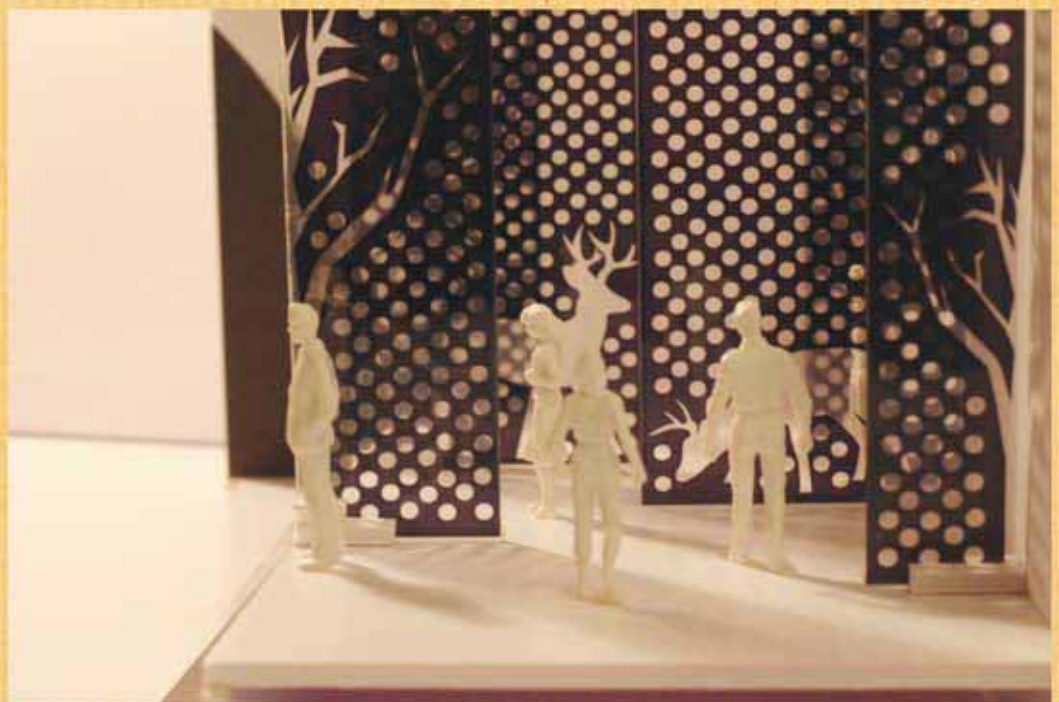
Pasta,
pasta,
pasta,
and
pasta.
Quick, simple and easy.
Tasty for 2 weeks, then for the rest, I will leave it to your imagination.
Pasta,
pasta,
pasta,
and
pasta.

But I'm sure that you can never have proper pasta without this:



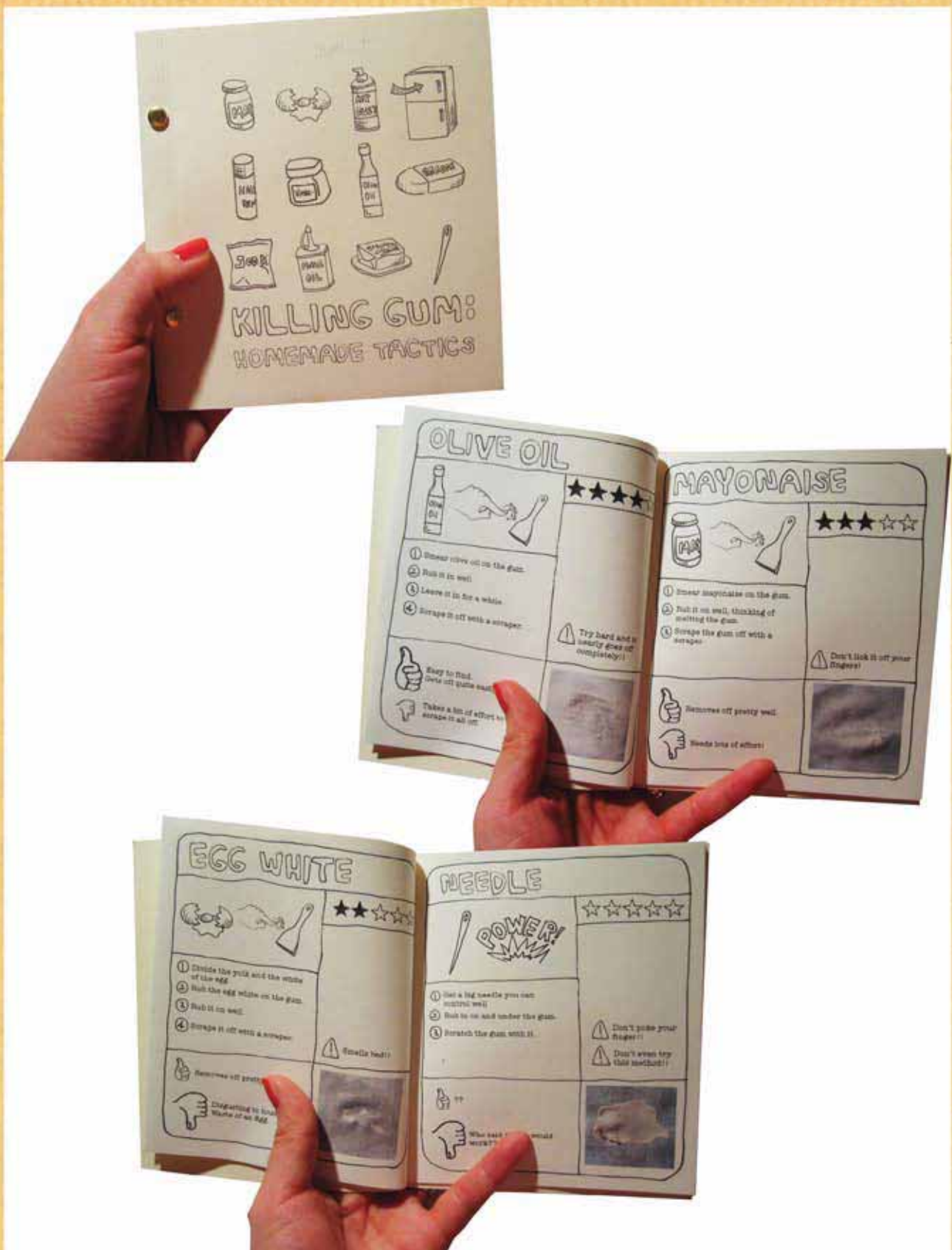


title	Design somewhere you'd rather be: 'A Stroll in the forest'. (RESEARCH OF CONCEPTUAL IDEA)
brief	Choose a Tube station platform and think how you can improve its general ambience, looking at the emotional values of space, materials, colour, lighting.
	: I chose to design a 'forest', or to make the people feel like having a 'Stroll in the Forest'. Initial idea started from the concept of the imagery of light and shadows you can find in the forest, and also the light of the morning dews. These ideas are corporated into the design and structure of the platform. By the light & shadows, you will walk through the platform like having a walk in the woods.

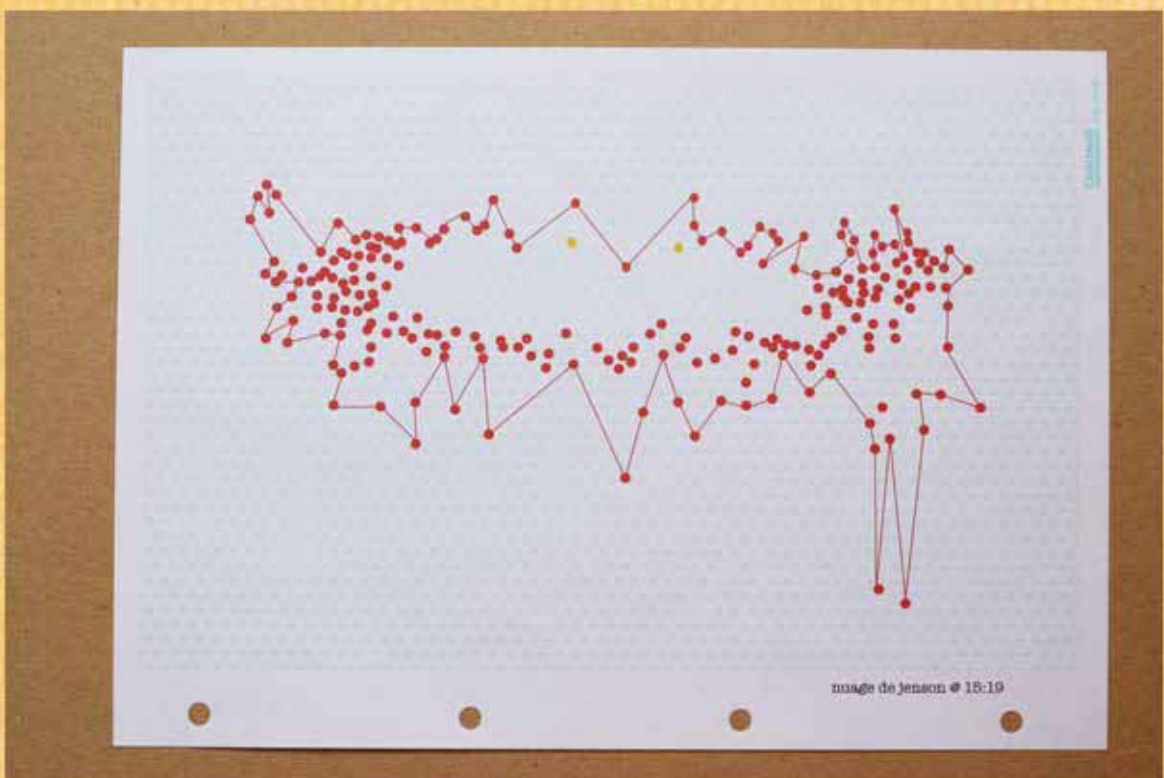
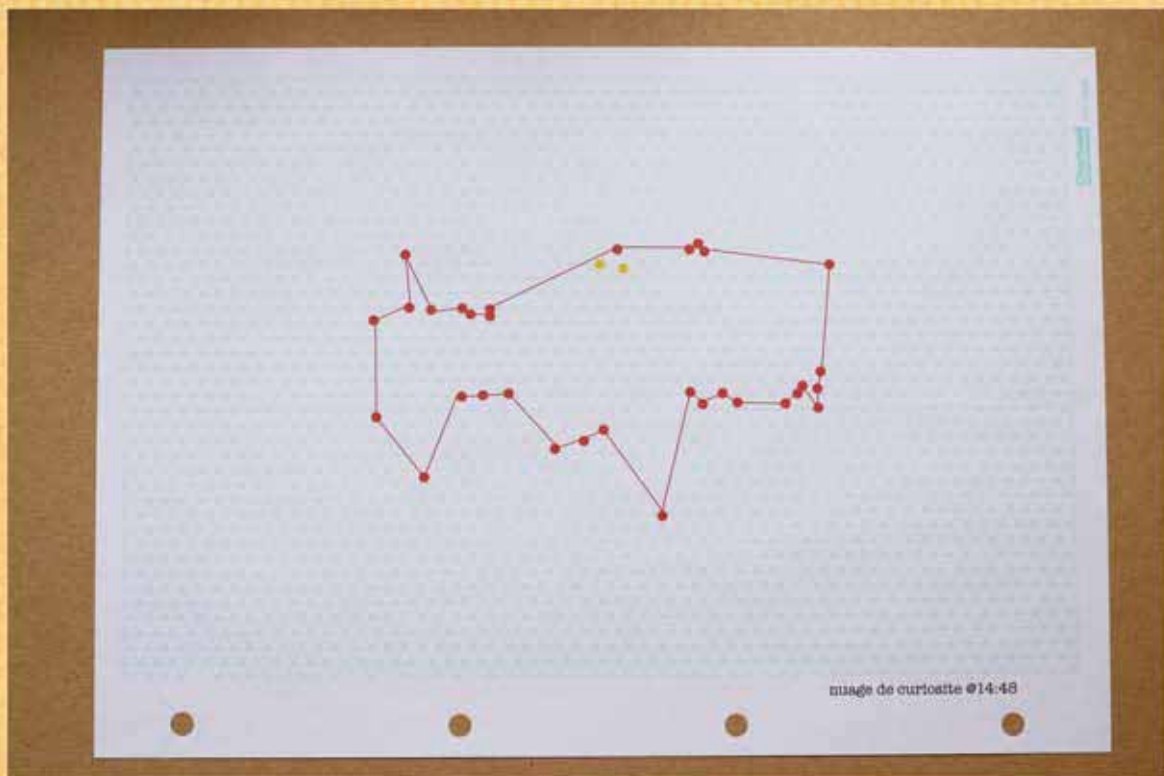




title	Wall Chart: The history of the Olympic Symbols (100 x 100 cm)
brief	Design anything with the topic of the Olympics
	: Using the colour and shapes of the five rings of the olympic logo, I had used it as a graphical element to navigate through the history of the dofferent Olympic symbols.



title	Object Narratives (1): Killing gum, Homemade Tactics (14x15cm booklet)
brief	Research an object or a product like a brick, or a grenade or a cup of tea but a not helicopter. Then create a graphic narrative explaining what that product/object is, how it works and how it exists over time.
	: A 'homemade' booklet of information, looking at different materials/methods to discard gum.



title	Cloudiness (1)-1 : The Cloud of Covent Garden.
brief	Represent clouds, which are patterns of density of things too small, insignificant or homogenous to represent individuality. Make different representations of different clouds. By 'clouds' we do not just mean weather related phenomena. So think broadly about cloudiness.
	: By observing the crowd of people in Covent Garden, I mapped out a 'cloud' of crowds. I also named them in French (The clouds were also named in French in the beginning, although later the Latin names were used), depending on the situation. The red dots are the audience and the yellow dots are the performers.



title	Cloudiness (1)-2 : The Cloud of Covent Garden.
brief	Represent clouds, which are patterns of density of things too small, insignificant or homogenous to represent individuality. Make different representations of different clouds. By 'clouds' we do not just mean weather related phenomena. So think broadly about cloudiness.
	: By observing the crowd of people in Covent Garden, I mapped out a 'cloud' of crowds, depending on the situation and moment. This 3D form represents and shows the movement of the crowd who are watching a performer perform, each layer equal to a moment, from the beginning to the end in chronological order, thus literally creating a 'cloud' of crowds. The red dots are the audience and the yellow dots are the performers.

~~is~~ important !!

rina hyodong kim

www.rinakim.com

hdrina.kim@gmail.com

07917042984

thank you.

Shi Yuan

www.shiyuan.co.uk | schuyuan@gmail.com | +44 (0)78 0643 7692

Introduction

I have had a passion for visual communication, both print and motion, and particular interest in typography; I believe efficient typographic communication is about clear hierarchy and meticulous attention to details. As a Chinese student graduated this summer, I have a diverse cultural understanding of East and West both methodologically and aesthetically.

I studied at Design Factory International for two years, the technical training I received from DFI gave the confidence to study in England. During my study in Portsmouth, I developed my understanding of the history of design and the ideologies behind different artistic movements. I am versatile, eager to learn, and enthusiastic.

Skills

Proficiency in the use of most design applications including InDesign, PhotoShop, Illustrator, Flash, Aftereffects. Experienced in 3D applications such as Cinema 4D. Experienced in Post-production and Web Design.

Languages

English, Mandarin and Cantonese

Experience

2006, June: Why Not Associates, London.

Two months internship: Giving assistance to the development of several Identity projects including LCF100, BBC, Square-Brussels. Also responsible for 3D visualisation of environmental design and motiongraphic production.

2005, May: New Media Design Agency, China.

Three months Freelance; Solo responsible for brochure, poster and news advert design. Also responsible for web design.

Education

2005–2007: Communication design, BA (Hons)
University of Portsmouth, UK.

2003–2005: Communication design, Foundation
Design Factory International, ZhuHai.

Others

Awarded Membership of ISTD

2007 International Society of Typographic Designers,
Student Assessment Scheme

Awarded Membership of Chartered Society of Designers

2006 Chartered Society of Designers, Student Competition

Radiator is on or Temperature is
above 25°C

Radiator is off or Temperature is
below 25°C



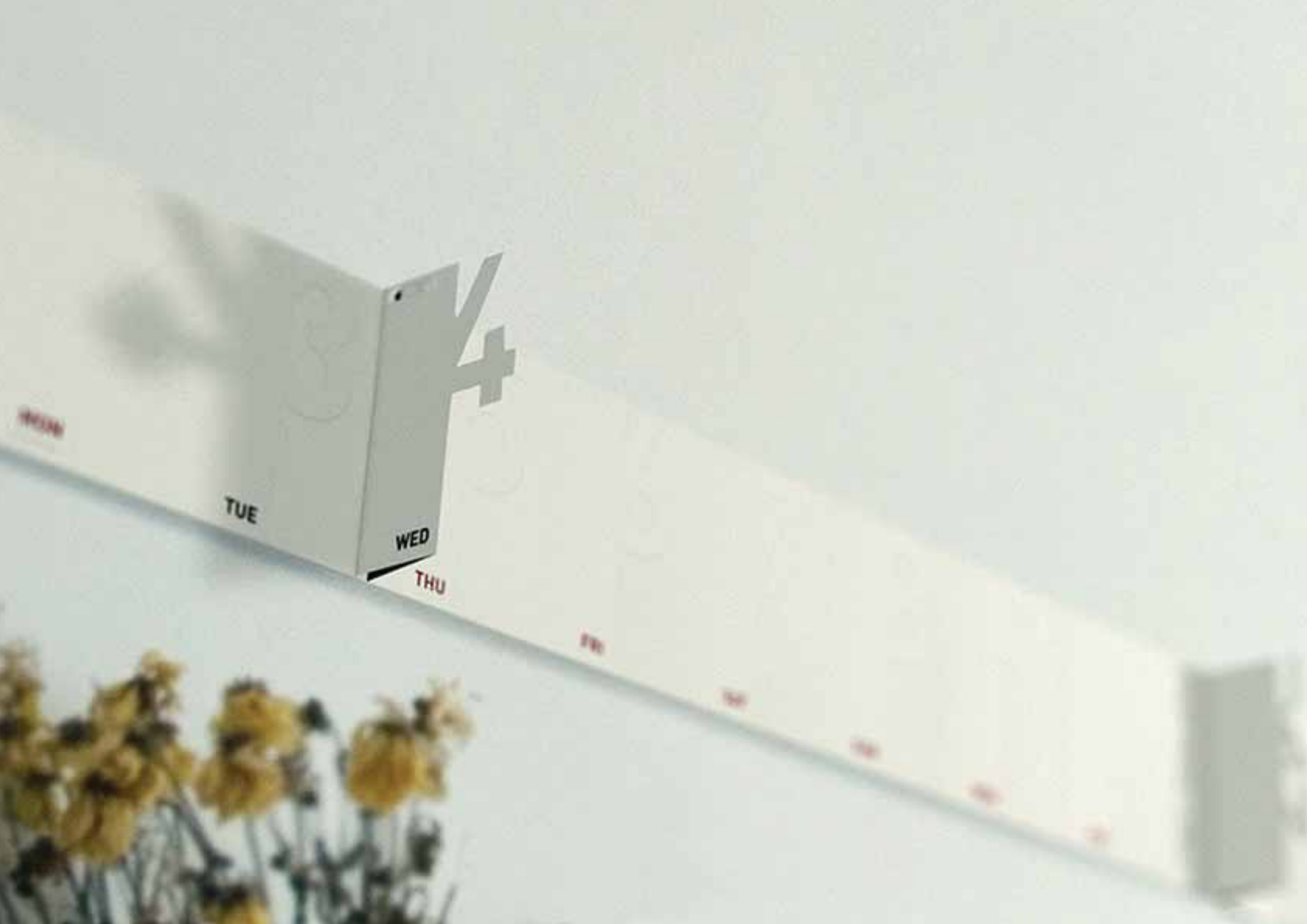


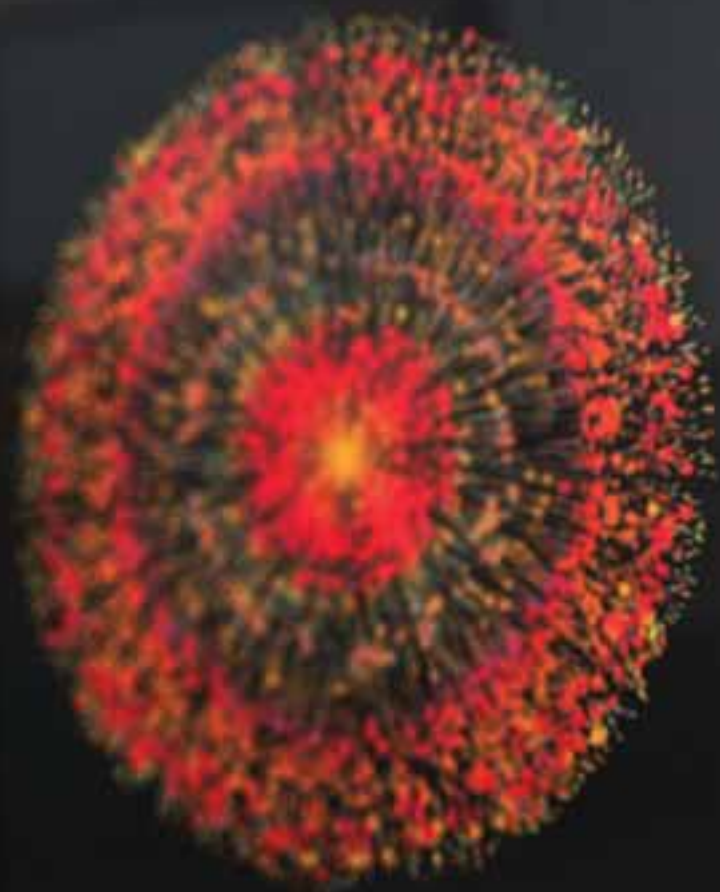
<http://www.theclub.com>
CLUB OF MAGIC

Phone: 020 7620 0063
Fax: 020 7928 1659

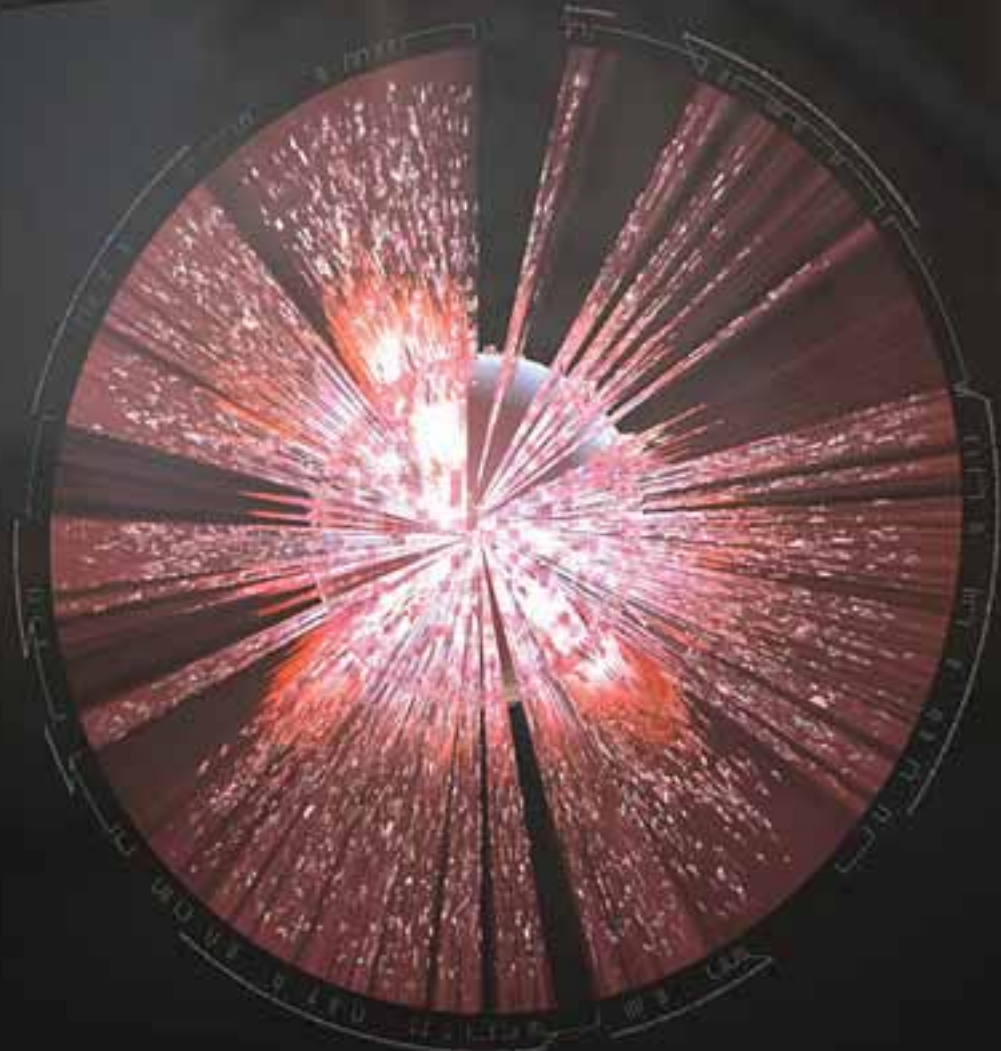
56 Southp
SW1P 1JE

WITH COMPLI





The screenshot shows the ETCS software interface. On the left, there is a vertical list of emotion categories. The central area is a large text box. At the bottom right, there is a color-coded bar labeled 'Global Index of Emotion' with a gradient from red to blue. The interface is dark-themed.



Received 10 November 2004; accepted 12 January 2005

Sympathetic Mapping
Monologue & Motion

Introduction

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Explosion

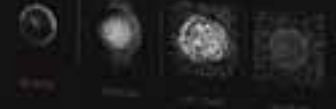
© 2004 Blackwell Publishing Ltd, *Journal of Internal Medicine* 255: 103–110

Transcript

Received 2009-09-04; accepted 2009-10-14.

Time displacement

© 2000 Blackwell Science Ltd, *Journal of Internal Medicine* 247: 399–406



- **Keep it clean. the more visual elements you include, the more chance they can distract from the work itself.**
- **Captions should note just a few key points: what was the problem and how did you solve it effectively? Don't state the obvious.**
- **Contact details on at least the first page. Include your website.**
- **Maximum 5 Mb. (Use Distiller.)**

your website

- Create with existing templates (Cargo Collective, etc.) or build from the ground up. Just do it with care.
- Full name, contact details easy to see/find.
- Intuitive and simple to navigate.
- Get your best work up front (top of the list), make it easy to quickly see more.



Digital Portfolio Studio - DPS

ART BUILDING, ROOM 022

HOURS

Monday, 10am - 6pm

Tuesday, noon - 6pm

Wednesday, 10am - 6pm

Thursday, noon - 6pm

Friday, closed

Closed during all quarter interims and university holidays

CONTACT

Tel: Photo Lab Monitors (206) 685-7455 (room 010 or 020)

Workshops & Training - Email: [Doug Manelski](#)

Facility Supervisor - Email: [Michael Van Horn](#)

ABOUT

The Digital Portfolio Studio (DPS) provides support for SoA students to migrate their work into the professional environment. With some assistance from on-site staff and occasional workshops, Art students learn how to document their work using current technology. Art History students may use the digital copystand in the DPS to create images for presentations.

USING THE DPS

Students must sign a use agreement before their first reservation is made.

Reservations must be made in person.

All rules are explained on the use agreement.

There is a \$5 lab fee for each two-hour time block.

Advance reservations are highly recommended, especially near the end of a quarter.

Equipment is for use only in the DPS during normal operating hours.

EQUIPMENT

There are four workstations available:

a copystand for smaller, flat work

a tabletop with background material for small, 3D work

a tented tabletop to control reflection for glass and metal work

a larger space for large flat and 3D work

Tripods, lighting, and a digital SLR camera are provided.

- **Less is more. Don't show any projects you need to apologize for.**
- **Avoid long captions/descriptions.
(Show rather than tell.)**
- **The site design should showcase your work,
not overpower it.**

for all of your materials...

- Get objective opinions from an honest friend.
- Seek feedback from non-designers.
- Partner up for proofreading.

find the work you want

- You'll find work where you look for it.
- Start researching now.
- Work to create your own opportunities.
- Apply even if they are 'not hiring'.

**next deadline:
friday april 20**

**Bring in for review/discussion
your in-progress:**

- **résumé (printed out)**
- **PDF work sampler (printed out)**
- **website (printed pages, or on screen)**

