



07725696813  
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## ABOUT ME

Award winning freelance designer with over six years commercial experience in the design industry.

Passionate about problem solving, resulting in original, creative and effective design solutions.

Able to deliver strong, user-focused, engaging solutions to the highest standards.

Excellent time management skills in order to meet challenging deadlines.

Adaptable and able to learn new skills, software and applications quickly.

## AWARDS

**2010** CSS Elite, Most Inspired & Leaf CSS awards for portfolio site.

**2009** feature in .NET magazine, the UK's leading magazine for web designers and developers.

**2008** Personal design work published in Southampton Solent's Design book 'Sbook 6'.

**2008** NMA effectiveness award in Communication in Business awarded to the Chiltern Railways website created at imaginet Ltd

**2006** International Favourite Website Award (FWA) & Adobe site of the day Award for The Broadband Journal website I helped produce with See What You Mean.

# RESUME

Sarah Defriend  
DOB: 17/08/82

## WORK EXPERIENCE

### DE friend

*Freelance Graphic Designer & Illustrator | Oct 2008 - present.*  
Working with a variety of London, Bristol & Cardiff based design agencies and directly with independent clients, I have produced creative design solutions for BP Global, the BBC, S4C, Olay, the Soil Association, Autism Cymru & English Heritage amongst many others.

### Imaginet Ltd

*Front end web designer | May 2007 - Oct 2008*  
Worked with a large creative design team in a fast-paced environment. Designed and produced web sites, flash banners, touchscreen kiosks and interactive games for clients including Mencap, Chiltern Railways, and The National Trust.

### See What You Mean Ltd

*Graphic Designer | Mar 2006 - May 2008*  
Worked closely with the creative director, producing creative, corporate work for a range of clients including Alcatel, Vodafone, British Telecom, the Welsh Assembly Government, EADS and Atos Origin.

### LazerTran Ltd

*Graduate Graphic & Product Designer | Jul 2004 - Feb 2006*  
Working with an innovative product Lazertran, I designed each artwork & created the marketing materials, the company's corporate identity & website. The role included office management & aiding designers.

## TECHNICAL SKILLS

### Languages:

HTML & CSS (to W3C web standards).

### Web/Graphic Development Tools:

Adobe: Photoshop, Dreamweaver & Illustrator.

### Animation & 3D Tools:

Adobe Flash, MAYA.

## EDUCATION

MA Illustration 2010 - Present

City & Guilds Teacher Training 2010

BA (Hons) 2001 - 2004 Southampton Institute

Diploma Art & Design 2000 - 2001

A Level Art A\* & Design B

11 GCSE'S A-C

\* References available on request