

## Leanne Swift MISTD

Graphic Design and Typography

www.leanneswift.co.uk leanne@leanneswift.co.uk

+44 (0)7736 324 378

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### Personal Statement

I am a proactive and dedicated designer possessing a strong typographical awareness and eye for layout. I have boundless enthusiasm, desire to develop and a thirst to discover new knowledge which allows me to adapt quickly, acquiring and developing new skills accordingly. My passion and commitment to producing and maintaining high quality outcomes enables me to take direction and critique constructively and apply it to the creative process.

### Employment

**MHP Communications, London**  
**Designer (Mar 15 – present)**

**Format Design Studio, London**  
**Designer (Apr 13 – Mar 15)**

Working in a graphic design and branding consultancy on a variety of projects for print and web including brochure design, menus, identities and website layouts. Clients include Unilife, Café Royal Hotel, InterContinental Hotel Group (Holiday Inn and Crowne Plaza), Deuxième, Barclay Interiors and Paint The Town Green.

**Banbury Walker Studio, London**  
**Middleweight designer (Oct 12 – Apr 13)**  
**Junior designer (Sep 11 – Oct 12)**

Working in a multidisciplinary 3D design studio as the sole graphic designer working alongside a team of interior designers, architects and visualisers. General duties included generation of all graphic design creative, front end conceptual digital design, compiling tender documents and liaising with clients and contractors. Assisting with the design and development of 3D projects and post-production of rendered visuals. Operating as a white label design resource for creative agencies such as Imagination, Iris, Jack Morton, Slice, Porter Novelli, Edelman and M&C Saatchi for brands such as Gilead, Microsoft, Guess Watches, Reebok, Jaguar, BMW, and Maserati.

### Experience

**D&AD Graduate Academy** London (Aug 11)  
**Vast Leeds** (Jul 11 – Aug 11)  
**Mammal** London (Jun 11 – Jul 11)  
**Allies** London (Jun 11)  
**Parkside Flexibles** Wakefield (Jul 09)

### Education

**BA (Hons) Graphic Design (First Class)**  
University of Cumbria (formerly Cumbria Institute of the Arts)  
(Sep 08 – Jun 11)

**National Diploma Graphic Design (Triple Distinction)**  
**A level Photography (A)**  
Wakefield College (Sep 06 – Jun 08)

**9 GCSEs (A\* and A)**  
Crofton High School (Sep 01 – Jun 06)

### Awards & Lectures

**The graphic designer/  
illustrator's guide to graduation**  
Guest lecturer, University  
of Cumbria (Nov 14)

**D&AD Graduate Academy 2011**  
Attendee

**D&AD Student Awards 2011**  
In-book

**MISTD – International Society  
of Typographic Designers  
Awards 2011** Pass and awarded  
society membership

**Northern Design  
Competition 2010** Finalist

**Wakefield College Annual  
Awards Ceremony 2007**  
Most outstanding graphic  
design student

### Skills

Proficient in Adobe Photoshop,  
InDesign and Illustrator on both  
Mac and PC platforms.

Basic knowledge of  
Dreamweaver, After Effects,  
Quark Xpress and  
Microsoft Office.

### References

**Ollie Thomas**  
**Senior Designer**  
Mammal Ltd  
3 Southwark Street  
London SE1 1RQ  
ollie@mammaldesign.com  
+44 (0)20 7403 0004

**Rhiannon Robinson**  
**Senior Lecturer, Graphic Design**  
University Of Cumbria  
Brampton Road  
Carlisle CA3 9AY  
Rhiannon.Robinson@Cumbria.ac.uk  
+44 (0)1228 400 300