



CONTACT DETAILS:

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SOFTWARE:

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe XD
Adobe Premier Pro
iMovie
Sketch
Hubspot
Google Docs, Slides, Sheets
Solidworks CAD
Sketch Up CAD
Rhino CAD
Autodesk Showcase Visuals
Keyshot Visualisation

Richard Watters

Curriculum Vitae

DIGITAL DESIGNER

PERSONAL SUMMARY:

A senior designer based in London with over 10 years of design experience and a diverse set of skills in digital, graphic and industrial design. Receptive to emerging trends and technologies that keep my work fresh and exciting. A great eye for understanding user and client needs to shape and simplify the user experience.

WORK EXPERIENCE:

Raine & Co. Henley-on-Thames, England.

Digital Designer

April 2020-June 2020

Rebranded a Chartered Surveyors firm. Produced new Logo, colour palette and style guide. Built website, online presence (SEO) and stationary.

9ine Consulting, London, England.

Digital Designer

October 2018-January 2020

Single-handedly created and implemented inhouse rebrand of company in all touch points such as; websites, emails, blogs, social media, webinars, presentations, conferences & events, promo gifts, video's, infographics, research documents, instructional posters. Produced and realised Digital Marketing Strategy. Organised and generated visual content for all platforms using design and CSS coding. Helped manage UX/UI Web App team in India.

Shopstyle.co.uk, London, England.

Digital Designer

July '18

Working closely to client briefs, to create digital assets for emails, website, social channels, and created a whole suite of digital display ads, using Photoshop and Adobe XD. Producing user friendly and dynamic designs while remaining on brand for both the client and the clients vast array of retailers.

Narrative Studio, London, England.

Designer

Feb - June '18

In a small team of 4-people, I worked on Interior Retail Stores for a new luxury, contemporary furniture & textile brand in China called L Living. Designed and modelled custom modular fixtures to be used across all future retail stores. Created store flows, room layouts and adaptable and modular Service Hubs. Project managed the manufacturing of the fixtures.

SKILLS:

Digital Design
Branding
Graphic Design
Industrial Design
UI Design
Website Design
Logo Design
Video Editing
Basic HTML/CSS Coding
Search Engine Optimisation
Digital Marketing Strategy
Interior Design
Furniture Design
Packaging Design
Colour, Material & Finish
Infographics
Sketching
Trend Research
Model Making
Concept Generation
Photography Re-touching
Colour Matching
Specification for Manufacture

AWARDS:

Royal Society of Arts.
Competition Winner **2012**

For a 'Re-design of the National Rail Train Ticket', resulting in an RSA Fellowship.

PriestmanGoode, London, England.

Designer

2014-Oct. '17

Created luxury travel experiences for high-end global clients. Sole designer for a Global Aircraft Manufacturer on a big future based concept aimed at the emerging Asian market. Designed the interiors and layouts of cabins on cruise ships. Worked on an entire overhauling re-brand of Hainan Airlines including logo graphics, cabin, ground services & aircraft supplies. Visualised interiors of electric vehicles – from sketch to full CAD. Trained interns and junior designers on process and design software skills. Presented a talk on transport design to 200 people at RSA Engage.

PriestmanGoode, London, England.

Junior Designer

2012-14

Worked on a complete brand overhaul for one of the biggest Airlines in the world - United Airlines. Developing a strong working relationship with the clients, designing all elements from airport lounge, plane interiors and tableware to digital user interfaces. Work also included accurately modelling full-size mock-ups out of foam board, creating colour, material & finish boards and creating patterns for fabrics and foils.

Selfridges, London, England.

Visual Design Intern

Summer 2010 & '11

Designed furniture & graphics for events around the store. Artworked and applied detailed vinyl graphics. Helped design and build displays for events and pop-ups around the store.

EDUCATION:

Northumbria University.

2008-2012

Newcastle Upon Tyne.

BA Hons. Design For Industry.

Working alongside small design consultancies and large multinational companies such as Philips, Unilever, Trunki, Black & Blum, SeymourPowell etc. Took part in an International RSA design competition in which I redesigned the National rail Train ticket and won First Prize - a placement at PriestmanGoode.

Longsands College.

2001-2008

St. Neots, Cambridgeshire.

Achieved A-Levels in Economics, Sociology, Art and Design, AS in History. Achieved 10 G.C.S.E's.

VOLUNTARY WORK:

South London Korfball Club
London, England.

Ordinary Member on Committee of 4 serving the needs of a sports club of 60 members.

2018-2020

Refugee Community Kitchen,
Calais, France.

Prepping and distributing food to feed 2000 refugees every evening.

July 2018

Goodgym,
London, England

A community of runners that combines getting fit with doing good in the local area.

2016 - 2018