

Jackie McAdam

Artworker, Editor, Photographer

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Experienced professional working in media and design since 1990. Flexible, creative artworker with excellent attention to detail and great communication skills. Reliable problem solver with 'can do' attitude and a range of skills including Adobe expertise, editing, photography and good knowledge of MS Office. Experienced in campaigns, branding, publishing, FMCG, digital, and large format vehicle and wall wraps.

Skills summary and recent achievements

- ▶ Creative designer for print and online, both small and large format work
- ▶ Fast accurate creative artworker with superb software skills
- ▶ Proofreader and copyeditor
- ▶ Photographer with photo-editing skills in Photoshop and Lightroom
- ▶ Calm, organised project and traffic manager

Some recent projects which demonstrate these skills include:

- ▶ I designed and illustrated a range of internal wall and window graphics for the Greater Manchester Fire and Rescue Service. The new graphics proved extremely popular with staff and I was commissioned to produce more designs for a further two offices. Work was created in Illustrator and Photoshop.
- ▶ A two week freelance contract with the Business Growth Hub in Manchester, extended to a six month, part-time contract updating their branding and creating a range of campaign and other collateral.
- ▶ On contract with the Health and Safety Executive (HSE), I designed *Working with substances hazardous to health* to visibly target a range of tradespeople. Striking cover artwork represents that chemicals can affect the skin, lungs and pulmonary systems. Close collaboration with industry experts was essential.
- ▶ The Park Group produce a range of catalogues and tv adverts in the UK and Republic of Ireland, as well as magazines and newsletters for Agents. I produced a raft of designs during the six week period I was at Park, using illustrator, photoshop and Quark Xpress. Artwork briefs arrived electronically with tight deadlines and work allocated on basis of availability. All work was completed to time and to the client's satisfaction.
- ▶ I designed and edited *COSHH Essentials* for HSE, which covers a wide range of topics with an established system of colour coding. Each sub-series was designed, edited and structured to help users find the information they need quickly and easily. All design and editing was carried out in close collaboration with industry experts, authors and external stakeholders to ensure accuracy and clarity. As with all HSE publications, language is simple and directive: suitable for sole traders, employees and managers.

Career snapshot

July 2001 to Current	Graphic Designer, Editor, Project Manager	Freelance Including 6 year contract as Designer/Editor Health and Safety Executive (HSE)
Aug 2015 to Current	Editor	HSE
Feb 2015 to Aug 2015	Part-time, Graphic Designer	Business Growth Hub/Marketing Manchester
Oct 1997 – July 2001	Layouts manager, progressing to Production Manager	Dewe Rogerson/Citigate (Incepta Group)
Sept 1996 – Oct 1997	Production Editor	Gee Publishing Ltd
May 1995 – Sept 1996	Mac Artworker	Dewe Rogerson Corporate Publications
May 1987 – May 1995	Partner	Between the Lines
May 1986 – May 1987	Freelance Layout artist	Clare Truscott Design

Clients include: Penguin Books, Harper Collins, The National College for School Leadership, Citigate Corporate Publications (McDonalds, Lloyds Bank, Direct Line, Vauxhall Motors, Exel, Nestle, Logica) Hallis Hudson, Johnson and Johnson Pharmaceutical, Park Group, Pixel8, Liverpool University and The Health and Safety Executive.

Employment history

Since Aug 2015: Editor at HSE, one year fixed term contract

My role at HSE is to edit various guidance. This involves liaising with authors, designers and the web team to coordinate timely production and publishing of content.

Feb 2015 to Aug 2015: Part-time Graphic Designer at Business Growth Hub, Manchester

I began with Business Growth Hub (BGH) on a Freelance basis two days per week, and was offered a 6 month contract working three days per week as their sole graphic designer, working alongside other designers from the Marketing Manchester Group. My role included managing BGH branding guidelines and creating a range of marketing collateral for use in conferences, meetings and for advertising BGH around Greater Manchester. My biggest achievement was the production of collateral for a wholesale marketing campaign to be displayed on buses and at various rail sites around Manchester. This project was finished to a very tight timescale and was delivered on time and to specification.

2001 to Aug 2015: Freelance graphic designer, editor

Freelance client list includes:

Johnson and Johnson Pharmaceutical

Promotional and event design for Johnson and Johnson including email invites, pull-up banners and posters.

Cavendish Nuclear

I worked on two major bid projects for Cavendish Nuclear, each worth £millions. For the first project I worked as part of a team to produce a range of bid support documents in InDesign. I was invited back as lead designer on a second bid that needed to be produced in an extremely tight deadline. Due to the timescale involved, and the number of experts providing copy, I opted to create MS Word templates suitable for final submission. Cavendish Nuclear were successful in the first bid, the second has yet to be announced.

Principal Image & Hallis Hudson

I worked with a small studio in Knutsford on catalogues, price guides and the creation of a client image library of 15,000 product shots for reference by Hallis Hudson's sales team. This work has continued over five years.

Citigate Publishing; Dewe Rogerson Corporate Publications

Overseeing production of two monthly tabloids for Vauxhall Motors through Citigate Publishing, ensuring consistency and quality during a time of transition within teams at Citigate and at Vauxhall.

Health and Safety Executive (HSE)

I successfully edited and redesigned a range of web-based technical series' (*Example Risk Assessments*, *Asbestos Essentials* and *COSHH Essentials*).

I designed and edited HSE's annual *HSE Books Catalogue* from 2007 to 2011, keeping it contemporary, and re-writing marketing material to help customers quickly establish the correct book for their needs.

I managed the production and scheduling on a major project to publish over 200 priced publications online. This involved consultation on converting publications from Quark Xpress to Adobe InDesign and produce pdfs suitable for the web: cost-effective to print, small enough to allow reasonable download speeds, and compliant with Web Content Accessibility Guidelines (WCAG) 2.0. InDesign templates were created; training and support provided to internal and external designers; and liaison with senior management, editors and admin staff ensured the project was completed within very tight timescales. As part of this project I also created InDesign and MS Word templates for use across HSE's authors and external users. HSE expressed a high level of satisfaction with the consistency, as well as time- and cost-savings, achieved by using the templates.

Other clients include: The Park Group, Greater Manchester Fire and Rescue Service, Liverpool University, Pixel8, LWC.

May 1995 – July 2001: Mac Artworker to Production Manager

Dewe Rogerson Corporate Publications (DRCP) then Citigate Publishing - Part of the Incepta Group

I started as an Artworker, carrying out layouts and corrections on a variety of publications. The role involved an eye for detail and awareness of each client's house style. I gained a thorough knowledge of print production as well as the skills required to keep multiple projects on track in a fast-paced environment of journalists, designers and project managers. A small department meant promotion options were limited. A one year secondment cover with Gee Publishing (below) provided useful additional experience before DRCP invited me back as Production Manager. I developed new processes to improve workflow and communication between the studio, journalists, and suppliers and distribution was brought in-house to improve accuracy.

Sept 1996 – Oct 1997: Production Editor

Gee Publishing Ltd

This was a one year contract to provide design, production, proofing and print buying on two monthly titles: *Gee's PaY Monthly*, and *Mortgage Finance Gazette*. This involved liaising with Editors, Assistant Editors, advertisers and printers. I was offered the role on a permanent basis but was head-hunted back to DRCP.

May 1986 – May 1995: Freelance designer, layout artist and studio manager

Clare Truscott Design, then Partner Between the Lines

This began as sub-contract work for Clare Truscott Design as an administrator with occasional layout duties. It acted as my apprenticeship in all aspects of typography, graphic design and publishing and included an editorial course with the London School of Publishing. The partnership of Between the Lines was established, designing children's books for international publishers such as Penguin Books and Harper Collins from a busy studio employing four assistants for over nine years.

Technical Appendix

Design & software skills

A passion for all things visual. Consistent and accurate brand ambassador, skilled at following a brief while able to add value with creative ideas for both design and efficient production.

Manual and digital design, artworking and production on Mac and PC with a wide range of software and hardware skills. Used Macs since their introduction into the UK; a fast and highly proficient Mac user, continually adding to software skills.

- Adobe Creative Suite 2, 3 and 5 (Indesign, Illustrator, Photoshop, Bridge, Dreamweaver, Acrobat Pro, Lightroom);
- Quark Xpress;
- Microsoft Word, Excel, Powerpoint; and
- Filemaker Pro.

Template creation using InDesign and Microsoft Word.

Excellent keyboard skills; typing to 80 wpm.

Digital photography.

Editorial skills

Methodical subbing and proofreading: experienced with working on highly technical copy, liaising with experts and technical authors and awareness of house style.

General skills

Excellent communicator.

Team player who can also lead as required.

Thorough knowledge of print and online production, scheduling, negotiating and communication skills. Excellent problem solving skills.

Exceptional project management skills and able to work within deadlines.

- Experience of working closely with in-house designers and editors as well as internal and external authors and stakeholders.
- Able to manage both in-house staff and sub-contractors with diplomacy to ensure successful completion of a project.

Full driving licence, own car, and willing to travel. Based within 5 minutes of the M62 with good motorway links to all of the North West. Liverpool South Parkway is nearby with good rail links to the whole of the UK.

Courses and qualifications

- GCE 'O' levels in Maths, English Language, French, German and Science
- Editorial 1 (London School of Publishing qualification)
- Introduction to Digital Marketing, the Chartered Institute of Marketing (CIM)
- Vocational courses in Quark Xpress, Adobe CS3 and CS5 advanced techniques, html, Dreamweaver, Flash, MacOSX and Producing accessible pdfs from InDesign.

Hobbies and interests

DIY and interior design, photography, art, sculpture, gardening, cooking, languages, travel, sailing, canoeing and windsurfing.

Selling photographic art through various outlets, exhibiting regularly, and also running digital photography and Photoshop evening classes.