



A FEW WORDS ABOUT ME...

I was born and raised in the West Midlands, England and have worked in Art & Design for over 20 years now, both in freelance and full-time positions.

My art design career first started at school where I particularly enjoyed art classes and would often doodle in the back of a folder or exercise book.

This progressed through college and university where I initially studied illustration, but also branched out into design for print, typography and the web (plus some animation).

I've always had a keen interest in how things work and can be both creatively and technically-minded, so whether it's tinkering with gadgets, building a website, or figuring out a new design technique, I can confidently delve in and find the solution.

When I'm not working I still enjoy drawing, playing retro computer games, watching animated movies (particularly anything by Studio Ghibli), expanding my collection of books, music & retro collectibles, taking countryside walks and searching for wildlife with my camera, my wife, our two boys and one constantly hungry Siberian Husky.

MY SKILLS AND TOOLKIT...

My creative toolkit is wide & varied, ranging from the humble pencil and paper to the newest software.

I have been using Photoshop on an almost daily basis since I first picked up a copy during college. Since then I have branched out into the full range of Creative Cloud Apps.

For print-based work I find a combination of Photoshop, InDesign, Illustrator and Acrobat are key, whilst for web-based design I usually create graphical elements in Photoshop or Illustrator and depending on the type of project I'll usually build the layout in Adobe XD, Wordpress or Google Web Designer.

I am very capable of using the more 'standard' office tools such as Word, Excel and Powerpoint. I have used them for a multitude of tasks including easily editable poster templates for colleagues, spreadsheets of costs, and presentations for both myself and others.

As ever, my toolkit is always evolving and I adapt it to the task at hand. I've started using Procreate on a regular basis plus task management apps such as Monday.com. I'm also well-versed in using a variety of hardware including Macs, PCs, large format printers and photography/videography equipment.





EDUCATION



Dormston School (Sedgley) - 9 GCSEs



King Edward VI College (Stourbridge) - 4 A-Levels



University of Central England (Bournville) - BTEC Art & Design Foundation Degree



**University of Wolverhampton - BA Hons Art & Design
- Illustration, Design Studies & Electronic Media**



RECENT EMPLOYMENT



2014-2015: West Midland Safari Park- Senior Designer

As WMSP's creative team grew I was asked to take the position of Senior Designer in order to offer guidance on larger projects with junior members of staff. Projects at this stage included signage and marketing assets for WMSP's seasonal events including Spooky Spectacular and Santa Safari. I also started to do more in-house photography to promote these events as well as the the wildlife collection, rides and other attractions.



2015-2018: West Midland Safari Park- Deputy Creative (Coaching & Mentoring)

During this time WMSP's creative department expanded and employed several more junior staff members. I worked on larger projects including redesigning the Amusement Area signage and a visual style for the new 'Safari Academy' education centre, plus I was also asked to help train and upskill the staff in using Adobe's Creative apps, as well as hardware training using Macs, Large-format printers and DSLR Cameras for photography and videography.



2019-Present: West Midland Safari Park- Deputy Head of Creative

2019 brought in some big changes at WMSP with the sale of the business to a new parent company. There were also major new project and building developments including accommodation in the form of 'Safari Lodges'. Though I was now working with a much smaller team, we were tasked with creating a completely new brand, including new logos, website, branding style, photography style and templates for both print and online advertising.

PLANNING SAFE AND FUN CURRICULUM TRIPS HAS NEVER BEEN SO EASY!

West Midland Safari and Leisure Park has been welcoming schools for over 40 years and our experienced Learning Team are dedicated to making visits stress free, enjoyable and educational.

Centrally located in the West Midlands, West Midland Safari Park is easily accessible and is a fantastic place for both end of term treats and curriculum based visits. We also understand the importance of offering the best product for the best price. To help your budget, we offer schools up to 50% off!

We offer curriculum linked hands-on activities in our custom built Safari Academy, guided tours, bus and coach friendly Safari Drive-Through, animal encounters and Adventure Theme Park rides. Not forgetting our school holiday clubs, magical Santa Safari and our outreach service where we bring experienced staff and awesome artefacts out to you! Discounted goody bags and group catering are also available to remove any stress on the day!

With no booking forms or deposits needed, just give us a call or drop us an email and let us take the hassle out of the planning for you.

learning@wmssp.co.uk
01299 404888

FROM US TO YOU...

- Online animal A-Z
- FREE teacher places
- No booking form needed
- No pre-payment needed
- FREE teacher preview tickets, open days and CPD events
- CURRICULUM linked hands-on sessions and tours
- We don't mind your numbers changing!
- No need to pay on the day

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CLUBS AND CAREERS DAYS

Do you organise holiday activities? Or wish to help parents plan educational activities between terms?

Safari Cubs (8 - 11yrs)

Three day long fun holiday clubs with arts, crafts, games, trails and hands on experiences with some of the Park's smaller, friendly animals. £130 per person.

Easter Holidays, Summer Holidays and October Half Term

Safari Explorers (12 - 14yrs)

Three day long fun holiday clubs with arts, crafts, games, trails and hands on experiences with some of the Park's smaller, friendly animals. Sessions aimed at older children including team building and outdoor learning. £130 per person.

Easter Holidays, Summer Holidays and October Half Term

Conservation Club (15 - 17yrs)

Five day introduction into the world of animal keeping and wildlife conservation. With a mix of practical and theoretical elements, the five day course includes information on animal care, conservation work and careers with animals. £210 per person.

Easter Holiday and Summer Holidays

Careers Day (16+yrs)

Our NEW Safari Careers Days are fun and informative days for those interested in pursuing a career in the animal care industry. A chance to learn more about animals and the variety of jobs available working with them, with guided tours, tutorials and hands-on experience with some of our smaller friendlier animals. £60 per person.

12th May and 30th September

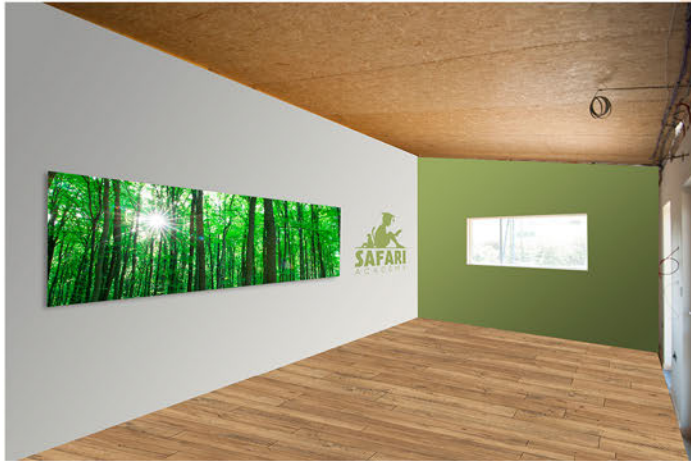
We can also run one off clubs over a number of weeks to match schools' enrichment programmes!





WMSP SAFARI ACADEMY INTERNAL/EXTERNAL SIGNAGE & THEMING DESIGNS

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WMSP LANTERN FESTIVAL EVENT LOGO & MARKETING DESIGNS

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