

KIRSTY CALLABY

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PROFILE

I am a designer with nine year's commercial experience, working for award winning online agencies, producing work for clients such as BT, Emirates Airlines, Revlon, UCI cinema and Nicorette. I have experience in managing creative teams and have the knowledge and experience of working directly with corporate clients on high-profile projects.

My creative inspiration comes from the bigger picture, everything from fashion, music, theatre and architecture.

KYBO DESIGNS

From October 2002 onwards

Working as a freelance designer, I specialise in the creation, direction, development and production of informative, entertaining and educational designs. I am able to deliver successful solutions across all mediums, from idea to implementation, on time and to budget, for a variety of target audiences.

Through experience I have a good understanding of the industry, and have the confidence to discuss such things as 'branding', 'usability', 'accessibility' remaining aware of technical limits. I work regularly with specialists of Director, Flash animation and video production, producing high-end graphics for interactive interfaces.

Ogilvy Interactive. 10 Cabot Square, Canary Wharf, London, E14 4GB

Ogilvy Interactive is the global leader in customer management and interactive marketing.

Ogilvy Interactive is the largest, most awarded network in the world.

Project: Sunsilk

AOL (UK) Ltd. 80. Hammersmith Road, London W14 8UD

AOL Europe is a business unit of America Online, Inc, the world's leading interactive services company with more than 33 million members worldwide and part of Time Warner, the world's largest media company.

The Wellcome Trust. The Wellcome Building, 183 Euston Road London NW1 2BE, UK

The Wellcome Trust is an independent research-funding charity that aims to improve human and animal health.

Project: Pulse

MSO.net. Watmough House, Wrotham Road, Meopham, Kent DA13 0JL

MSO.net specialise in delivering business-focused technology solutions, enabling companies to unlock their abilities using an integrated approach

Clients include: MSO.net, HCA, Island Escape Holidays, Embren, Internal Audit, CSS Stellar Plc, CSS Stellar Management, PI Research, Ben Lewis, Building Environmental Services, Armstrong Luty, Focas Ltd.

Asparagus UK. 150-152 Tooley Street, London, SE1 2TU.

Asparagus provides a complete package of new media concepts, including CD-ROMs, DVDs, video production, web, packaging design and print.

Clients: Auto Express magazine (Dennis Publishing), Hairflair, Hair Styles Only and Blackhair Magazine (Hairflair Magazine Ltd), Bliss for Brides magazine (Blackhorse Distribution Ltd), Revlon (The Colomer Group), AA.

Apollo Digital Media. Po Box 7049, Milton Keynes, MK14 5XX

Apollo was recently awarded a contract to supply the East of England Development Authority with a web site development platform including the generation of a regional portal.

Clients include: Apollo digital media, East of England (East space initiative), West Dunbarton Council, Anchor Accountants.

EMPLOYMENT

Jul 2000 - Feb 2002

Proximity London. 191 Old Marylebone Road, London.

Proximity London is the largest European Relationship Marketing Network with presence in more than 35 countries, more than any other network.

Mid/Senior Designer

Working directly with top corporate clients on high-profile custom projects my role as Senior Designer was to stimulate creative thinking, understand limits and overcome boundaries. Concepts, compositions and colour palettes were further discussed allowing me to produce a site that was compelling to the clients brand and budget.

Clients include: UCI cinema, British Telecom, Emirates, Consignia, Dulux, Guinness, BT Cellnet, Nicorette, Commonwealth Bank of Australia.

Jan - July 2000

Hoxton Bibliotech. 239 Old Street, London.

Since 1995 Hoxton Bibliotech has evolved into a specialist e-commerce and digital media solutions company. The company has two faces: its training and business support as well as its work within the commercial marketplace.

Junior/Middle Weight Web Designer

As part of a small creative team my role was to achieve solutions that appealed to the clients, portraying clear easy to navigate information for users. Brainstorming sessions and research sparked ideas that I was then able to design and build.

Clients Include: Renaisi, Stoke Newington Festival, Alzheimer's Society, Nicola Quilter.

Aug 1998 - Jan 2000

Abacus Communications. Tunbridge Wells, Kent.

Abacus Communications is an events organisation providing a tailored service to SME's specific requirements and budgets.

Events Producer and Organiser

As part of a small organisation I was encouraged to be innovative and independent, covering a range of disciplines which provided me with technical knowledge allied to creative and conceptual thinking.

My job involved venue selection and management, programme and web design, print, publicity, promotions, event support and feedback.

SKILLS & TRAINING

Excellent Photoshop and Illustrator Skills. Fireworks MX, Image Ready, Dreamweaver (HTML), Frontpage, Microsoft Office, (knowledge of) Director and Flash MX and Quark Xpress.

Courses include: Marketing for the web, Dreamweaver and HTML, Illustrator, Introduction to Flash MX.

EDUCATION & QUALIFICATIONS

Surrey Institute of Art & Design, BA (Hons) Degree, Interior & Spatial Design.

Classification: 2:2

Southend College of Arts & Technology, National Diploma, Display and Spatial Design.

Classification: Distinction.

Shenfield High School, 7 GCSE's grade 'C' and above.

INTERESTS

I am always inspired by urban living and like to get out and absorb the atmosphere of city life. Fashion, photography, architecture and travel are also of great interest to me reflecting the energy and cultural diversity of the world.