

ANDREW PICKRELL-ARTWORKER

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Trading as: Mather Graphics Sole Trader VAT Registered

A large
online portfolio
with PDF proofs
can be found at www.mathergraphics.co.uk/artwork/samples

- > **Senior Artworker with 18 years experience of supplying Mac artwork & Retouching for Advertising Agencies.**
- > **Versatile • Flexible • Accurate • Good eye for detail**
- > **Good Communication Skills • Self Reliant**
- > **Full understanding of print and production processes**
- > **Equally happy working in a team or on own initiative**
- > **Used to working under pressure, corporate guidelines**
- > **Enjoys working with creatives/art directors**
- > **Can work on or off site, latest kit & software**

July 2000 onwards – *Freelance*

MATHER GRAPHICS – 56 Chalk Road, Gravesend, Kent DA12 4UZ

For the last nine years I have been based at Chalk producing artwork for both my own long standing clients and also freelancing on site for advertising agencies, design companies and a local oil company.

This has involved me in a wide variety of work including Annual Reports, Direct Mail, POS, National Ads and Packaging. As well as creating artwork, in most cases I have also been responsible for the delivery of Repro-Ready files to the Publication or printer via ISDN, FTP, or ADS. Recently I have handled a project producing and delivering up to 40 ads a month to various regional newspapers on behalf of Regional Hearing Services.

July 1994 – June 2000 – *Proprietor*

MATHER ASSOCIATES – 62 Cowcross Street, London EC1M 6BP

In 1994 I bought out the remaining two partners (who later retired) to continue the company into the world of Apple Mac and computerised artwork. During this time I steered the company through the transition to full digital artwork and was responsible for all software & hardware purchased.

I was also responsible for all the day to day duties of running a small company including the three employees. We picked up a new client, the agency 'Aim Direct' for whom one of our many projects was for Philips Dictation Systems, which involved producing 15 different artworks each in 13 languages, resulting in 195 artworks and over a million pieces of print.

SKILLS INCLUDE

InDesign
Photoshop
Illustrator
Acrobat/Distiller
Quark
Retouching
ISDN/ADS/Quickcut
PrePress/Repro
TypeTool
Microsoft Office
Basic Flash/Dreamweaver
PasteUp/Mock ups
Technical Illustration
Project management

EXPERIENCED IN

Above the line
Below the line
Annual Reports
Magazine
National Press
Regional Press
Direct Marketing
Point of Sale
Holiday Brochures
Billboard
Retail
Packaging
Promotions
Exhibitions

January 92 – June 94 – *Partner*

MATHER ASSOCIATES – 62 Cowcross Street, London EC1M 6BP

In 1992 I become an equal partner with Vic & Ray and took on some of the admin involved with the running of a company. I was instrumental in the procurement of our first computer and the production of our first In-house typesetting. I later also initiated computerising the company's accounts. During this period much of the work was for Direct Mail agencies along with brochure work and POS material for our own direct client 'Burberrys'.

June 79 – Dec 93 – *Paste Up Artist / Studio Manager*

MATHER ASSOCIATES – 27 Greville Street, London ECI (W1 & WC2)

As the company grew I became studio manager and oversaw three artists, our PMT operator, receptionist and messenger, and was accountable for the general standard and quality of work. My job involved taking briefs from Advertising Agencies as well as our own direct clients. I was also responsible for purchasing retouching, dupes, 'c'types, transfers, and occasionally print. Alongside artwork we also produced visuals, anything from scamps to highly finished dummies for corporate Identities, brochures and packaging. As with all suppliers, much of our work was under pressure due to tight deadlines.

During this time I never lost my love of actually working on the board doing paste-up, producing mock-ups, and drawing all manner of graphics, charts, maps, logos etc. In these early years much of the work was for National Press Ad campaigns and Financial Reports & Accounts for City agencies. I was also charged with moving the company to Cowcross St, involving first finding suitable premises and then negotiated the terms of the lease.

May 78 – May 79 – *Assistant Graphic Designer*

LONDON BOROUGH OF HARROW (Publicity Department)

Here I designed, artworked and handled the print of posters, leaflets and booklets for various council departments. Bought typesetting and print from outside suppliers, along with commissioning the in house photographer and printing department.

September 77 – May 78 – *Technical Illustrator*

HALL THERMOTANK PRODUCTS – DARTFORD (Marketing Dept)

Job Description: To produce high quality line technical illustrations, exploded views and diagrammatic sections of the company's products.

September 75 – July 77 – *Student*

MEDWAY COLLEGE OF DESIGN – ROCHESTER

City & Guilds Technical Graphics – Part 2	Distinction
City & Guilds Technical Graphics – Part I	Distinction
Medway College of Design Diploma	Distinction

Sailing. I am a member of Wilsonian Sailing Club on the river Medway and currently serving on the committee as sailing secretary. I sail an RS800 and have competed in numerous competitions over the years.

Skiing. My wife and I are keen skiers and try to go every year. Our dream is to own a ski chalet!

ACCOUNTS WORKED ON

- AEU
- Abbey National
- Alfa Romeo
- American Express
- Aramis
- Audit Commission
- Bankers Trust
- Braxton Associates
- British Rail
- Budgens
- Bupa
- Burberrys
- Candia
- Carpetright
- Caractere
- Choice
- Coca Cola
- Comma Oils
- Contactum
- Cunningham Hart
- Diners Club International
- EMAP
- EDS Scicon
- Family Album
- First Choice
- Friends Provident
- GHCQ
- Global Investments
- Great Universa Stores!
- Grindlys Bank
- Guinot
- Hoseasons
- Kays Catalogue
- Lovell White Durrant
- Mitsubishi
- Mobil 1
- Nedlloyd
- Norwich Union
- Onken
- Paul McKenna
- Philips
- Port of Dover
- Priory
- Royal Life
- Saudi International Bank
- Skoda
- Sweeny Todds
- Toshiba
- Toyota
- Western Union
- Willis Faber
- Yazoo