



**Richard Walsham**

Freelance Design & Artwork

[richwalsham.co.uk](http://richwalsham.co.uk)

[rich\\_walsham@hotmail.com](mailto:rich_walsham@hotmail.com)

078 1239 8306

CONTACT ME

ABOUT ME

WORK HISTORY

PORTFOLIO

# Hello

I am a highly experienced freelance designer and artworker with over 20-years industry experience. My straightforward approach to design, meticulous attention to detail and thorough knowledge of the print process enable me to take a job from concept to completion with confidence.

I am highly skilled in all major software applications – InDesign, Photoshop, Illustrator and Cinema 4D as well as having a good working knowledge of, Muse, After Effects, Dreamweaver and HTML coding. I have worked for a range of respected agencies across a multitude of disciplines:

- above and below-the-line advertising
- branding and brand guidelines
- packaging
- copy writing
- logo creation and illustration
- websites, web banners and mobile apps
- wayfinding
- exhibition events
- brochures, magazines and financial reports

When all else fails I have an excellent sense of humour and make a good cup of tea.

“

I would have no hesitation in recommending Rich for creative concept design or artwork. The fact he was with us a year is testament to the value he brought to the company.

*Justin Starck, Creative Director, Instinctif.*

”

**April 1998 to date:**

**Freelance Designer and Artworker**  
**London, Melbourne and Dublin**

I have freelanced in London, Melbourne (2001-04) and Dublin (2004-06) and consistently been employed by many respected companies, notably:

- Unilever, Lambie-Nairn, Fitch, The Marketing Store, Heavenly, The House Worldwide, Arc, Leo Burnett, Someone, Iris, Billington-Cartmell, TBWA and Mother in London.
- Cawley Nea/TBWA, Tequila, McConnells, Y&R and Ogilvy in Dublin.
- Mojo, The Campaign Palace, Y&R, Village Cinemas, TBWA, and McCann Erickson (including a three-month contract managing the studio) in Melbourne.

I have excellent studio skills (mock-ups, mounting, etc.) and understand the need for keeping a computer desktop tidy and files organised.

Hard-working and always willing to go the extra yard to get a job done, I am used to tight deadlines and equally happy working as part of a team or on an individual basis.

“

Rich was everyone's favourite freelancer, his good character and quality of work guaranteed he was always in demand and highly commended by all he worked with.

*Kate Mawson, Mac Dux Design Recruitment*

”

**February 1996 to April 1998:**

**Senior Designer/Studio Manager – Midsummer Books**  
**London**

Midsummer Books produce; magazines, books, part-works and journals. Duties were numerous;

- Interviewing and hiring of full-time, temporary and freelance staff.
- Delegation of workload between six staff.
- Design of all publications working closely with editorial staff.
- Responsibility for new projects that were introduced from design concepts through to setting up of templates and style sheets.
- Creating illustrations and maps from writer's sketches.
- Dealing with client and printer queries on a daily basis.

**April 1994 to December 1995:**

**Designer/Illustrator – Publishing Initiatives**  
**London**

As both designer and illustrator within this medical publishing company I was called upon to produce a variety of work, from concept through to print, including; books, training manuals, magazines, wall-charts, information leaflets and press advertising. The job entailed close contact with authors, editorial and legal staff.



**Client** Bertolli

**Work** Concept design, artwork and art direction of photo-shoot for a campaign key visual. Creation of 3D pack shots.







**Client** TreSemmé

**Work** Concept design and artwork for a campaign key visual.  
Creation of 3D POS sale elements







**Client** Elmlea

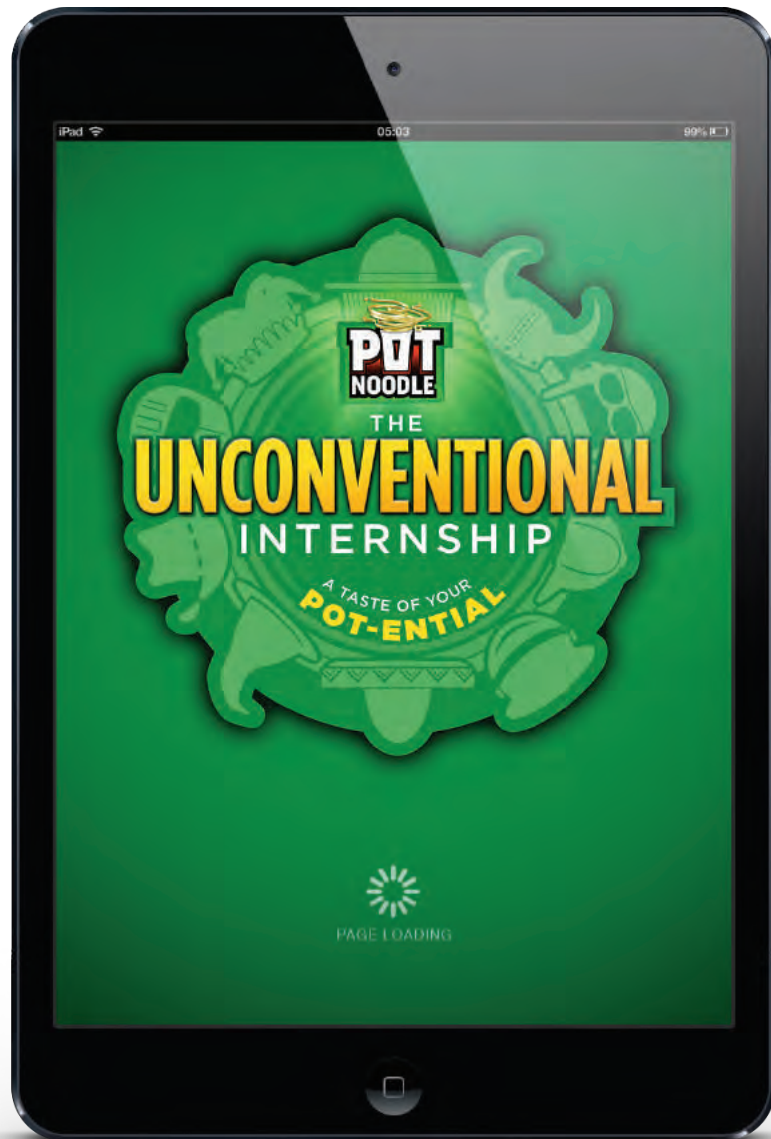
**Work** Concept design and artwork for the campaign key visuals. Design of core range packaging. Creation of 3D pack shots.





**Client** Flora

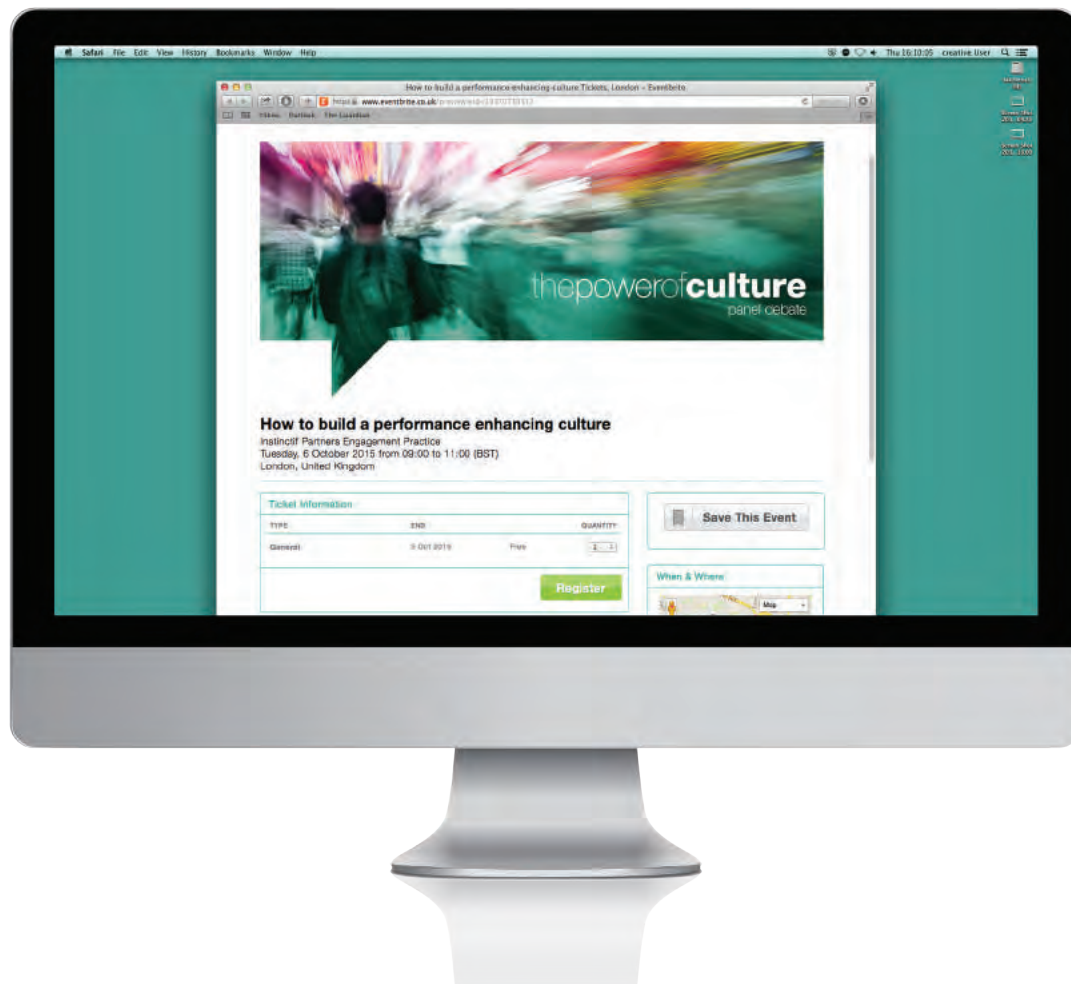
**Work** Concept design for the  
Flora core range.



**Client** Pot Noodle

**Work** Logo creation, illustrations, design of promotional materials and internet site for student competition.





**Client** Instinctif

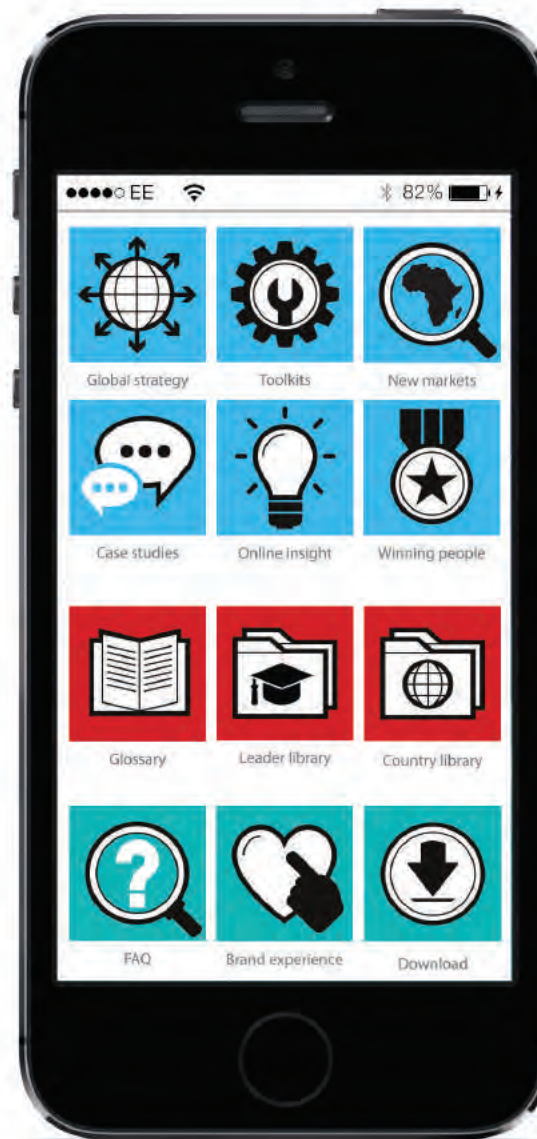
**Work** All collateral for a panel event, including logo, website and posters.





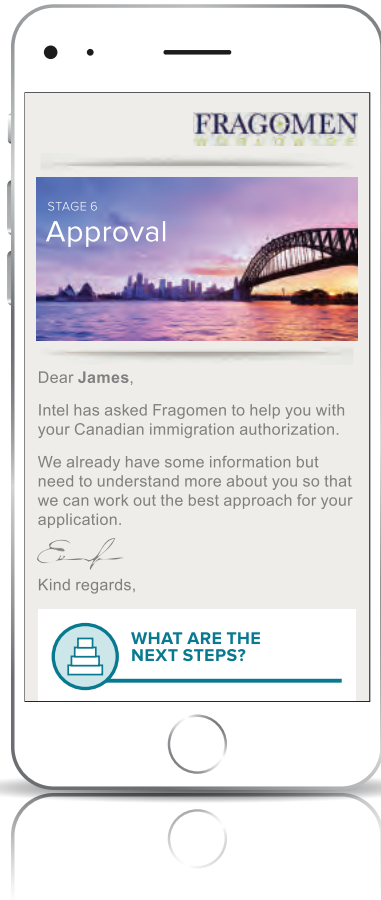
**Client** Unilever

**Work** Logo creation, promotional materials and intranet site for staff cookery event.



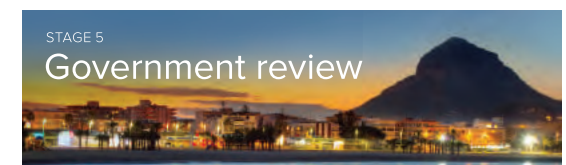
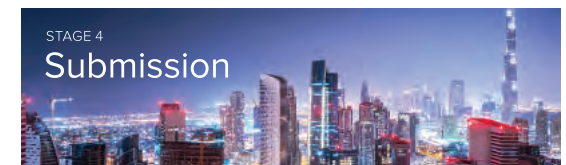
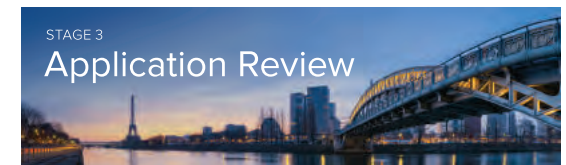
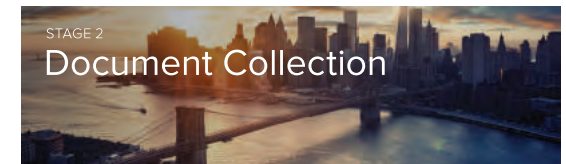
**Client** Unilever  
**Work** Logo and icon creation  
for a mobile app.





**Client** Fragomen Legal

**Work** Design of a series of email templates to improve client experience.





[CLICK IMAGE TO WATCH FULL MOVIE](#)

**Client** Those Pesky Rabbits

**Work** Promotional animation and activity sheets  
for children's book.

[CONTACT ME](#)

[ABOUT ME](#)

[WORK HISTORY](#)

[PORTFOLIO](#)



**Client** Unilever

**Work** Design and illustrations for a set of baby cards.



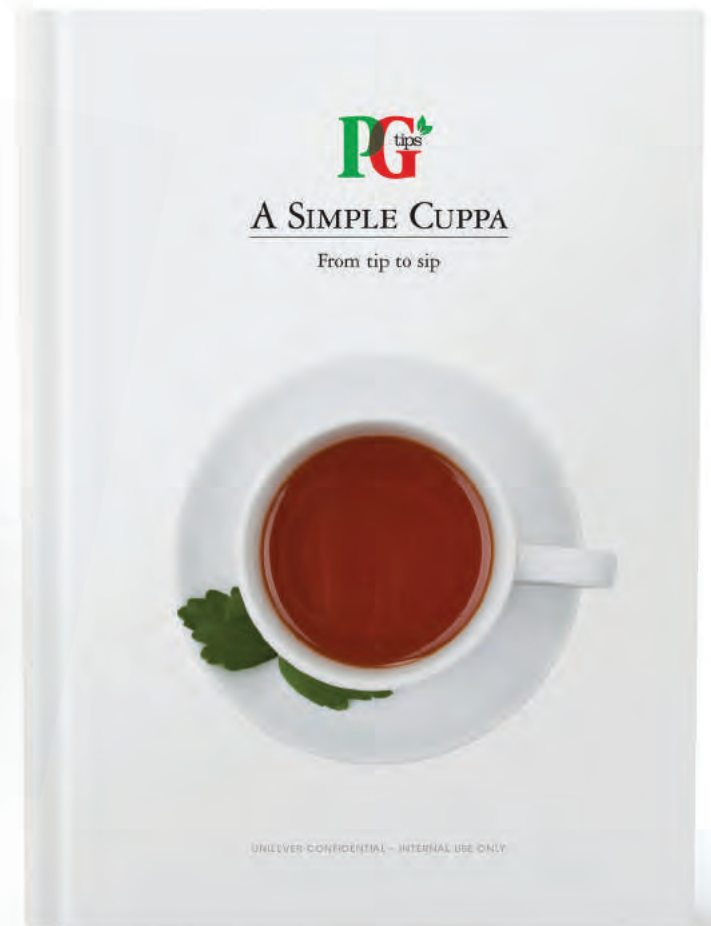


**Client** Flora

**Work** Design and artwork for a children's healthy-eating campaign leaflet.

**Client** PG tips

**Work** Design and artwork for limited edition hardback book on tea production.







# ufacilitate

**Client** Unilever

**Work** Logo creation, icons, manuals and brand guidelines for a staff training program.







**Client** SRG SSR

**Work** Design of all stationery and brand guidelines for a Swiss broadcasting company and its four foreign language subsidiaries.





**Client** Direct Line

**Work** Card game and internal magazine for a staff engagement programme based around Pulp Fiction's iconic Mr Wolf character.





**Client** Slaughter & May

**Work** Redesign of brochure and promotional materials. The brief expanded from six to 120 items due to positive feedback from the company partners.





**Client** Hellmann's

**Work** Design and artwork for a Red & Green Ketchup advertorial.



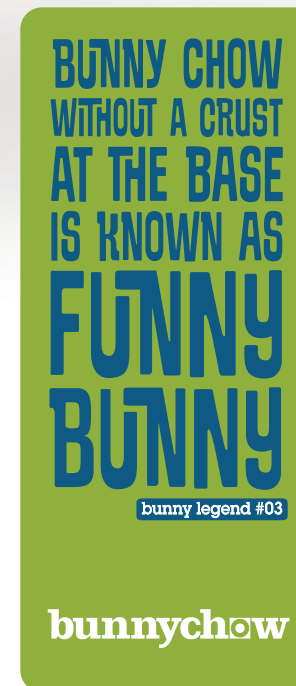
**Client** Albert Heijn To Go

**Work** Working within a team of four, we created a visual identity for a new Dutch convenience store Albert Heijn To Go. Including the design of packaging, signage, staff uniforms, point-of-sale materials and brand guidelines.

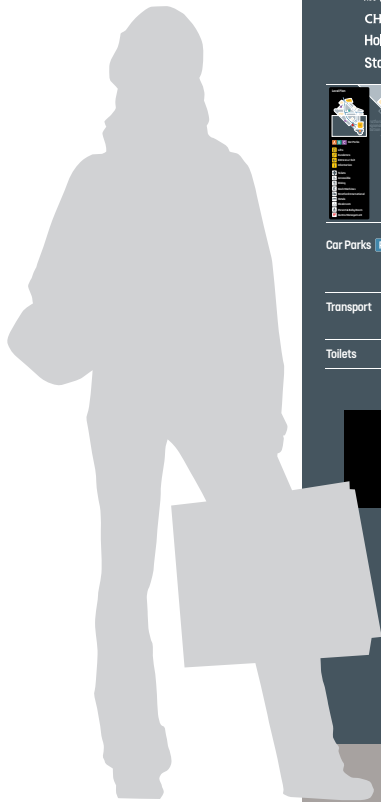


**Client** Bunnychow

**Work** Design of packaging and interior graphics for this street food company.







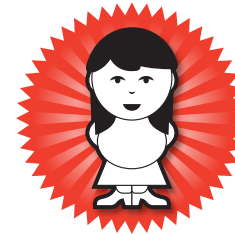
**Client** Westfield

**Work** Design of the wayfinding system for Westfield Stratford, including information panels, floor-maps, lift and directional signage.

# A TALE OF TWO SHOPPERS

## SOFT DRINKS AND THE AMERICAN CONSUMER

**Client** Path Marketing  
**Work** Design of infographic,  
and characters.



### MALE SHOPPER

VS

### FAMILY SHOPPER

#### DEMOGRAPHICS

**37%**  
with 2-3 kids under 18

**42 million**  
in the United States

**78%**  
low income

**12%**  
multi-cultural

**40%**  
multi-cultural

**90%**  
low income with kids

**55%**  
with 2-3 kids under 18

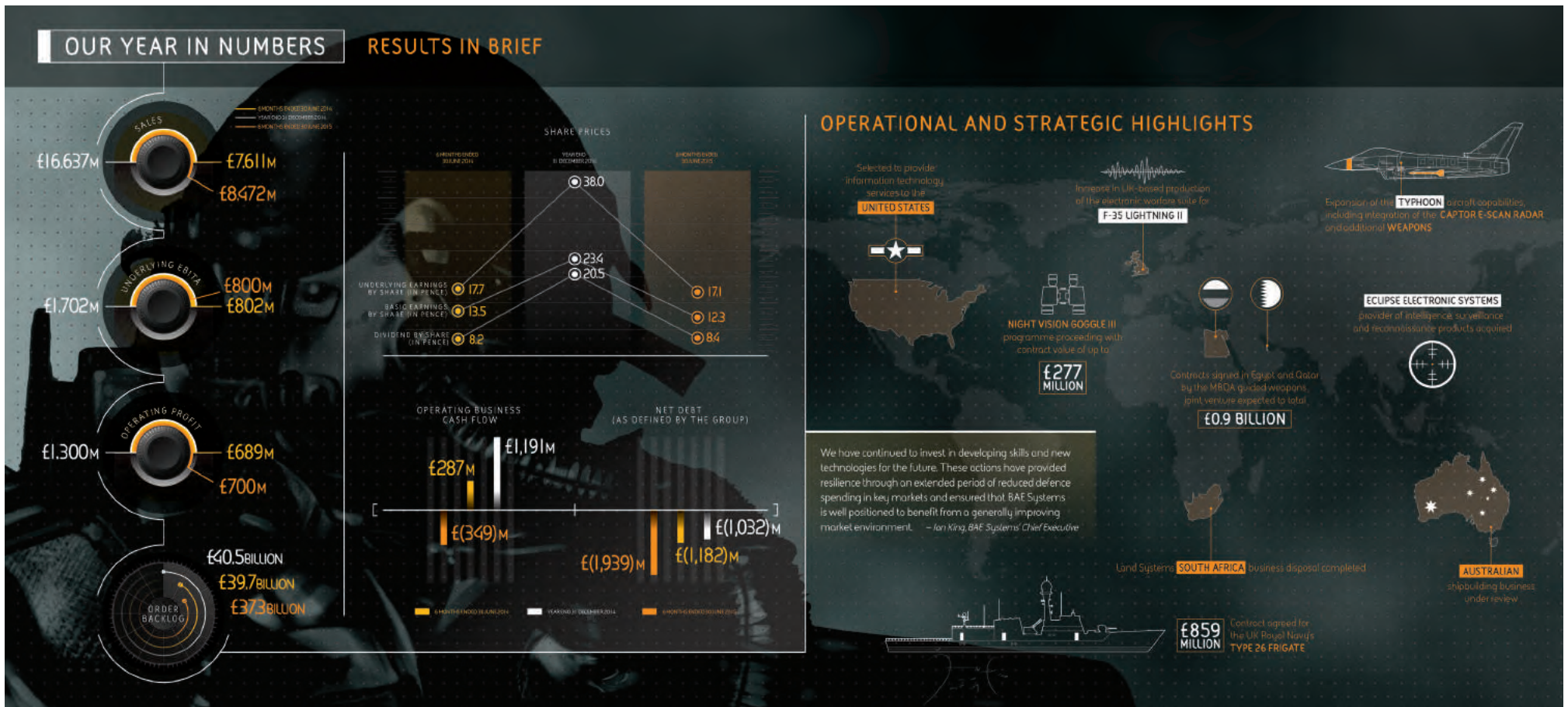
**60 million**  
in the United States with  
almost 40% being male

**48%**  
household income less than \$60,000



**Client** Walls Ice Cream  
**Work** Design of interior wall graphic.





**Work** Infographic for inclusion in an end-of year annual report.



**Client** Unilver  
**Work** Concept design for an in-store street food festival.

# Thank you

**Richard Walsham**

Freelance Design & Artwork

[richwalsham.co.uk](http://richwalsham.co.uk)

[rich\\_walsham@hotmail.com](mailto:rich_walsham@hotmail.com)

078 1239 8306

[CONTACT ME](#)

[ABOUT ME](#)

[WORK HISTORY](#)

[PORTFOLIO](#)