

# ROB DEIGHTON

GRAPHIC DESIGNER // WEB DESIGNER

Robert Deighton  
4 Longleat Avenue  
Bridlington  
East Yorkshire  
YO16 6GE

Telephone 07751 639129  
robert.deighton@lineone.net

Date of Birth 18th December 1981

Online Portfolio <http://www.robdeighton.co.uk>

## KEY SKILLS

Dealing with the customer/client/director level to enable good customer/client/director level satisfaction.

Ability to plan, organize and keep going when things get difficult.

Competence with the internet, email, hardware and graphic and web design software such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver and Adobe Flash.

Capable of designing simple and easy to use user interfaces.

Competent artworker with high level of attention to detail/accuracy.

Competent knowledge of computer systems across both Apple Mac (Leopard) and Windows platforms.

Highly motivated, quick learner and eager to accept new challenges.

Co-operative, polite and hard working.

Experienced Graphic and Web Designer and Technical Assistant with excellent interpersonal and organisational skills.

Full driving Licence.

## CAREER HISTORY

**April 2008 – March 2010**

**10D Creative. Hull**

**Full Time Creative Graphic and Web Designer**

10D Creative was a graphic design agency that specialised in packaging graphics solutions for both Retail and FMCG Markets. I had a number of different roles within the company. Unfortunately I was made redundant from 10D Creative early March 2010.

- Creation of new packaging concepts for a wide range of clients using different print process on number of various substrates.
- Creation of Sample pages for the initial ideas of web project.
- Design of Web Media in both HTML, CSS, Java and Flash.
- Design of Print Media as well as extending the finalized design into print ready files ready for repro.
- Creation of mockups from concept stages of design.
- Updating of existing client websites and marketing materials
- Creation of the company website and updating during 2008/2009 (Flash media based).
- Retouching photography created in the in-house studio.
- Working closely with a number of Blue Chip companies namely – Cranswick Food Group, ASDA, Morrisons Supermarkets and Reckitt Benckiser.
- Competence with presentation of created designs to client level (and/or director level).
- Providing technical and general help with work colleagues with any problems that may arise as well as housekeeping on the local internal company network.

**August 2007 – April 2008**

**The Packaging Design Company. Hull**

**Full Time Creative Graphic and Web Designer**

“The Packaging Design Company” was a graphic design agency that specialised in packaging graphics solutions for both Retail and FMCG Markets. I had a number of different roles within the company which i have outlined below.

- Creation of new packaging concepts for a wide range of clients on various substrates.
- Creation of Sample pages for the initial ideas of web project.
- Design of Web Media in both HTML and Flash.
- Design of Print Media as well as extending the finalized design into print ready files ready for repro.
- Updating of existing client websites and marketing materials
- Retouching photography created in the in-house studio.
- Working closely with a number of Blue Chip companies namely – Cranswick Food Group, ASDA, Morrisons Supermarkets and Reckitt Benckiser.

“The Packaging Design Company’ later rebranded into 10D Creative in April 2008.

### **September 2003 – June 2007**

#### **Piranha New Media Agency. Bridlington Freelance Multimedia and Web Designer**

- Creation of Sample pages for the initial idea of a web project.
- Interaction with the client to complete the finished result of the project.
- Design of Web Media in both HTML, CSS, Java and Flash.
- Design of Print Media.
- Contributing to design of CDs, web sites, brochures and advertising material.
- Updating of existing clients websites and marketing materials.

### **March 2006 – June 2007**

#### **Zone Broadband Limited. Bridlington 2nd Level Technical Support & Marketing Designer**

Providing 2nd level customer support to a company that specializes in supplying broadband to non ADSL areas in both the UK and Ireland.

- Maintaining the company website and also designing new marketing material for both we and print.
- Supervising a team of two people on the day to day running of the technical support desk.
- Finding advanced solutions to a broad range of user and wireless network issues. This was both in office and on site.
- Configuration of Wireless CPE and internet/network routers before deployment into the field.
- Monitoring of broadband wireless networks.
- Updating of information on solved queries to ensure data can be used later.
- Arranging site visit trips as well as planning/overseeing the onsite work.
- Dealing with 3rd party providers to raise faults and also to enable the smooth running of networks.
- To improve QoS to the customer base.
- Ensuring that all calls are logged to maintain a customer service history.

### **October 2003 – February 2006**

#### **ehotspot Limited. Bridlington 1st Level Technical Support & Marketing Designer**

Ehotspot was a new company that specialized in supplying broadband to non ADSL areas in the UK. Ehotspot was later acquired by Zone Broadband in 2006

- Maintaining the company website and also designing new marketing material.
- 1st Level support to the customer base.
- Ensuring customer satisfaction in solving of various internet/email issues.
- Fault finding user issues via both email and telephone.
- Referring customer issues to relevant departments to enable a swift solution to the problem.
- Creating email accounts for both staff and the customer base.

### **September 2002 – September 2003**

#### **Piranha New Media Agency. Bridlington Full Time Multimedia and Web Designer**

Piranha New Media Agency specialized in designing of Multimedia for both physical formats and the internet. With Piranha New media I had the opportunities of working with blue chip companies such as Playboy Accessories and Channel Four. I have continued to do various

pieces for Piranha as a freelance designer (see 1st entry above).

- Conception of initial graphic design to suit the clients needs.
- Design of Web Media in both HTML and Flash.
- Contributing to design of CDs, web sites, brochures and advertising material.
- Updating of existing clients websites and marketing materials.
- Dealing with 3rd party companies to enable customer satisfaction and solve any technical issues.
- Uploading of website data via FTP.
- Working to tight deadlines.

### **March 2002 - September 2002**

### **John Bull World Of Rock, Bridlington Factory Operative**

- Packing of products ready for distribution.
- Stocktaking.
- Assistance in the manufacture of products.
- Cleaning duties.

## **QUALIFICATIONS & EDUCATION**

---

### **2002**

#### **BTEC HND in Multimedia, Yorkshire Coast College**

#### *Key Features*

Development of the internet and the expanding multimedia environments.  
Development of multimedia authoring skills in both the internet, sound and vision.  
Development of visual and written communication skills.

### **2000**

#### **BTEC ND in Electronics and Communications, Hull College, Queens Gardens, Hull**

#### *Key Features*

Development on the understanding of the structure of electronic circuits.  
Development on the understanding of different computer programming languages.  
Development of the use of radio and electronics in communications.

### **1993 – 1998**

#### **Headlands School, Bridlington**

9 GCSE's

## **INTERESTS**

---

- Music (both collecting and playing instruments).
- The Internet and new technology.
- Film and Cinema.
- Photography
- Travel.
- Internet Design.

References available on request.

# WORK EXAMPLES

# ASDA

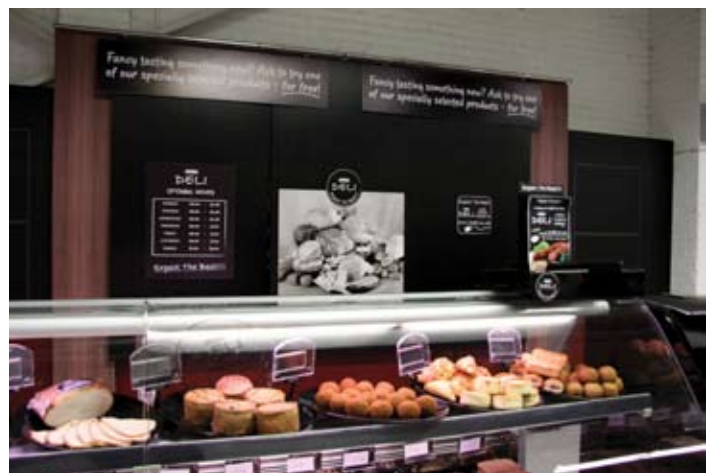
Deli Branding Design



Fancy tasting something new? Ask to try one of our specially selected products - for free!



Mockup At ASDA HQ



**CLIENT** ASDA Deli  
**TYPE** Counter Branding

**NOTES** Rebranding of the ASDA deli counter. Brief was to create a new identity similar to that of a american deli. Designs are simple yet contemporary. New designs are to be rolled out across all stores late 2010.

# WORK EXAMPLES

# ASDA Hot Pizza Concept



CLIENT ASDA Deli  
TYPE Counter Branding

NOTES New packaging design concepts and artwork for a new chilli based recipe. Brief required product labels and instore POS merchandising.

## WORK EXAMPLES



---

<b>CLIENT</b>	Brand Choice Limited	<b>NOTES</b>	New packaging design concepts and artwork for a pet food manufacturer.
<b>TYPE</b>	Packaging Design		These designs are for their brand of dog food and toys.

---

# WORK EXAMPLES



**CLIENT** Countryside Products **NOTES**  
**TYPE** Packaging Design

New packaging design concepts and artwork for a pet food manufacturer. These designs are for their brand of small animal food. The design had to be appealing to young children so bright vibrant colours had to be used!

# WORK EXAMPLES



Unused Logo Design Concepts

## Chosen Logo Concepts



**A N Other**  
 SENIOR CONSULTANT  
 m. 00000 000000  
 t. 01482 000000  
 e. another@enrecltd.com  
 Burma Drive, Marfleet Lane,  
 Hull, HU9 5SD



www.enrecltd.com



## With Compliments

t. 01482 000 000  
 e. info@enrecltd.com  
 w. www.enrecltd.com  
 Burma Drive, Marfleet Lane  
 Hull, HU9 5SD  
 Company Registration No. 000000000



**CLIENT** EnRec  
**TYPE** Company Branding

**NOTES** Creating an identity for hull based recruitment agency EnRec limited. Logo concepts were created first and then once an idea was chosen it was applied to Business Stationary.



# WORK EXAMPLES

# PREMIER

## QUALITY FOODS LIMITED

### COMMITMENT TO QUALITY

Poultry	Misc. Meats
<ul style="list-style-type: none"> <li>Supreme Cooked Turkey</li> <li>Premier 1/2 Turkey</li> <li>Premier Cooked Turkey</li> <li>Mini Leggs Turkey</li> <li>Smoked Turkey</li> <li>Cooked Turkey On The Bone</li> <li>Superior Turkey On The Bone</li> <li>Turkey Bomb (70%)</li> <li>Stuffed Turkey Bomb (70%)</li> <li>Boned Chicken Breast (97%)</li> <li>Cajun Chicken (83%)</li> <li>Chicken Roll 63% (1.36kg)</li> <li>'Chicko' Full Chicken Breast (1kg)</li> </ul>	<ul style="list-style-type: none"> <li>Ox Tongue</li> <li>Lamb</li> <li>Haddock</li> <li>Black Pudding Sock (1.36kg)</li> <li>Bevor Black Pudding Sock (1.36kg)</li> <li>Black Pudding Ring (454g)</li> <li>Black Pudding Bury</li> <li>Black Pudding Chubbs (170g)</li> <li>White Pudding Ring</li> <li>Polony Slices (1.36kg)</li> <li>Polony Ring (454g)</li> <li>Polony Chubbs (170g)</li> <li>Faggots (15 pack)</li> <li>Haggis</li> </ul>
Sliced, Shaved Meats & Trim	
<ul style="list-style-type: none"> <li>Sliced Ham (500g)</li> <li>Sliced Topside Beef (500g)</li> <li>Sliced Pork (500g)</li> <li>Sliced Turkey (500g)</li> <li>Sliced Corned Beef (500g)</li> <li>70% Sliced Ham (500g)</li> <li>70% Sliced Turkey (500g)</li> <li>Sliced Pate (500g)</li> <li>Sliced Prosciutto (500g)</li> </ul>	<ul style="list-style-type: none"> <li>Cater Pack Sliced Whitehead Gammon (1kg)</li> <li>Cater Pack Sliced Festive Ham (1kg)</li> <li>Cater Pack Sliced Topside Beef (1kg)</li> <li>Cater Pack Sliced Pork (1kg)</li> <li>Cater Pack Sliced Turkey (1kg)</li> <li>Cater Pack Chicken Breast Slices (1kg)</li> <li>Shaved Smoked Ham (80%) (1kg)</li> <li>Sliced Prosciutto Ham (80g)</li> <li>Ham Trim (2.5kg)</li> </ul>

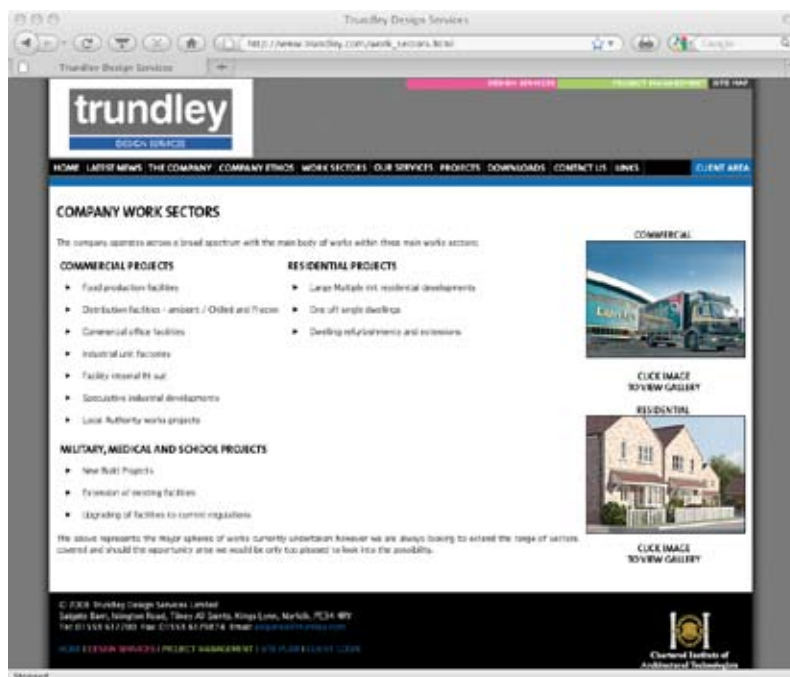
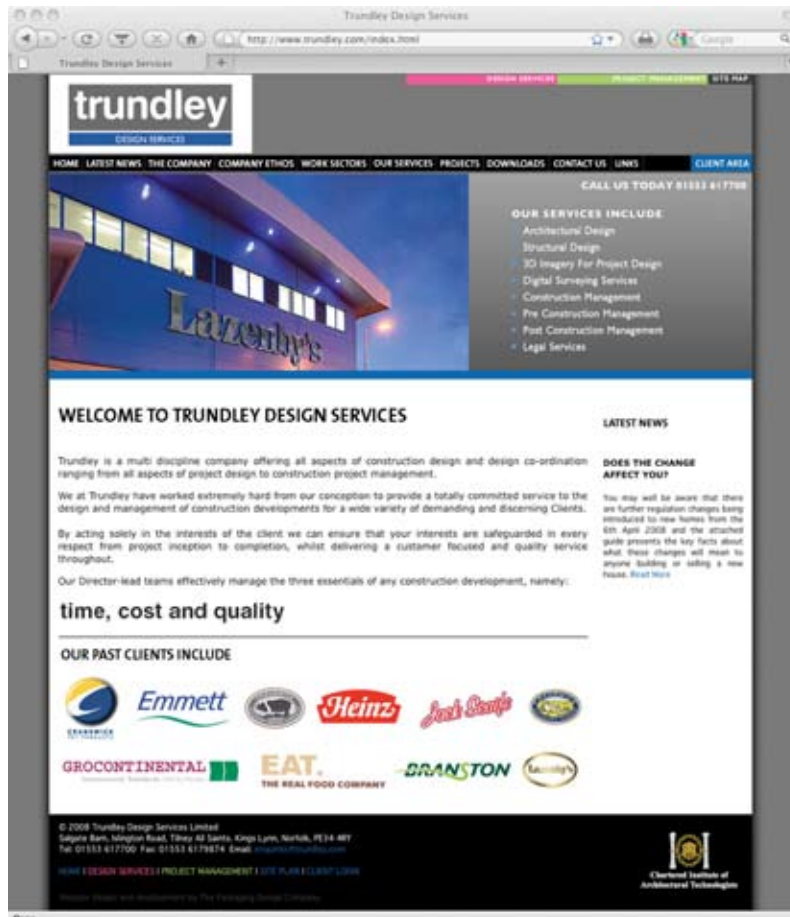
4

Continental	
<ul style="list-style-type: none"> <li>French Garlic Sock (1.36kg)</li> <li>Danish Salsami Sock (1.81kg)</li> <li>Peppered Salsami Block</li> <li>Mild Salsami</li> <li>Montadella (3kg)</li> <li>Chorizo Sock (1kg)</li> <li>Pepperoni Sock</li> <li>Sliced Pepperoni (1kg)</li> <li>Liver Sausage</li> <li>Brussels Pate (1kg)</li> <li>Andouille Pate (1kg)</li> <li>Mushroom Pate (1kg)</li> </ul>	<ul style="list-style-type: none"> <li>Duck Pate (1kg)</li> <li>Garlic Pate (1kg)</li> <li>Chicken Liver Pate (1kg)</li> <li>Pitted Green Olives (4.3kg)</li> <li>Pitted Black Olives (4.3kg)</li> <li>Olives Boccacchi (5kg)</li> <li>Olives Herbes De Provence (1.5kg)</li> <li>Olives 'Spicy Cocktail' (3kg)</li> <li>Olives Stuffed With Feta (2kg)</li> <li>Olives Stuffed With Garlic (3kg)</li> <li>Red Peppers Stuffed with Feta (2kg)</li> <li>Sundried Tomatoes (1kg)</li> </ul>
Cheese	
<ul style="list-style-type: none"> <li>Grated Coloured Cheddar (1kg)</li> <li>Grated White Cheddar (1kg)</li> <li>2kg Grated Coloured Cheddar</li> <li>2kg Mature Coloured Grated Cheddar</li> <li>2kg Mature White Grated Cheddar</li> <li>Grated Mozzarella (2kg)</li> <li>Grated 70/30 Mozzarella Cheddar Mix (2kg)</li> <li>Grated Fromaggio Parmesan (1kg)</li> <li>1/2 Coloured Cheddar (2.5kg)</li> <li>1/2 White Cheddar (2.5kg)</li> <li>1/2 Red Leicester (2.5kg)</li> <li>1/2 White Cheshire (2.5kg)</li> </ul>	<ul style="list-style-type: none"> <li>1/2 Wensleydale (2.5kg)</li> <li>1/2 Double Gloucester (2.5kg)</li> <li>Coloured Cheddar (5kg)</li> <li>Mild White Cheddar (5kg)</li> <li>Mature Red Cheddar (5kg)</li> <li>Mature White Cheddar (5kg)</li> <li>Red Cheshire (5kg)</li> <li>Manor Farm Coloured Cheddar (5kg)</li> <li>Manor Farm Mature Coloured Cheddar (5kg)</li> <li>Manor Farm Mature White Cheddar (5kg)</li> <li>Manor Farm Red Leicester (5kg)</li> <li>Manor Farm Double Gloucester (5kg)</li> <li>Manor Farm Coloured Cheshire (5kg)</li> </ul>

5

**CLIENT** Premier Quality Foods    **NOTES** New company brochure for a wholesale catering supplier.  
**TYPE** Company Brochure

# WORK EXAMPLES



**CLIENT** Trundley Design Services  
**TYPE** Website (HTML & Flash)  
**ADDRESS** www.trundley.com

**NOTES** Creating an identity for construction designers Trundley. Logo concepts were created first and then once an idea was chosen it was applied to Business Stationary. A corporate website was then created which showcased previous work and services of the company. Also a selection on e-brochures were designed for downloading in PDF format.

# WORK EXAMPLES



<b>CLIENT</b>	Hogarth Racing
<b>TYPE</b>	Website (HTML & Flash)
<b>ADDRESS</b>	www.hogarthracing.com
<b>NOTES</b>	Development of a website which promotes a small team of racing enthusiasts.

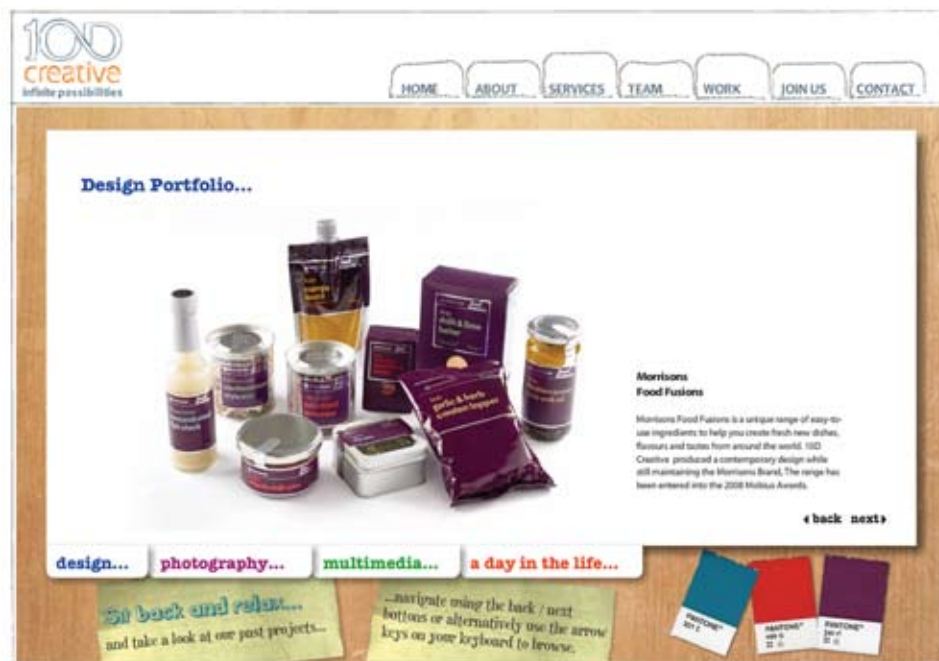
# WORK EXAMPLES



<b>CLIENT</b>	Cranswick PLC - Green Thinking
<b>TYPE</b>	Website (HTML & Flash)
<b>ADDRESS</b>	www.cranswick.plc.uk/greenthinking/
<b>NOTES</b>	Development of a website which highlights the environmental initiatives of Cranswick PLC.



# WORK EXAMPLES



CLIENT	10D Creative
TYPE	Website (HTML & Flash)
ADDRESS	Website No Longer Available in this Format.
NOTES	Design and Build of company website for the design agency i was employed with for 2 years.

# WORK EXAMPLES

New Technologies Group

file:///Volumes/IOMEGA HDD2/Documents/Work Projects/RB\_Intranet Live Build/

New Technologies Group

## Category Development

## Health Care

Innovation Process

[FILE DIRECTORY](#)

### Overview

#### Process Overview Documents

Document Name	Document Description	Download
Process Overview Presentation	Introduces the process phase by phase and outlines the rationale.	<a href="#">Download</a>
Decision Points Tracker	Outlines the level of information needed for project elements at each Decision Point	<a href="#">Download</a>

Click on a phase below to access the relevant documents.

Quick Links: [Phase A](#) | [Phase B](#) | [Phase C](#) | [Phase D](#) | [Phase E](#)

#### Process Details Documents

Document Name	Document Description	Download
Process Swimlanes	Outlines tasks by function across each of the project.	<a href="#">Download</a>
COGs calculation process	Outlines how COGs are developed during the project & the level of accuracy.	<a href="#">Download</a>
Decision Point Stakeholder Presentation	Template of Stakeholder Approval presentations, covering each of the key project elements.	<a href="#">Download</a>
Project Financial Template	Outlines size of prize & viability of project from commercial perspective - used from the outset, this is updated as inputs become more accurate.	<a href="#">Download</a>

Last modified : 00/00/00 | Content owner : tbc

Done

<b>CLIENT</b>	Reckitt Benckiser
<b>TYPE</b>	Website (HTML)
<b>ADDRESS</b>	N/A - Internal Intranet
<b>NOTES</b>	Development of an intranet website for the NPD section of Reckitt Benckiser. This is the pink version of the site which unfortunately was changed in to white to tie in company guidelines