William Jones

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PERSONAL STATEMENT

Experienced graphic designer and production artworker with 14 years of professional experience across busy in-house print and signage environments and commercial freelance practice. Highly proficient in Adobe Creative Suite with deep technical expertise in reprographics, pre-press, and print production. Proven ability to guide clients through the design process, interpret briefs, review supplied artwork and resolve technical issues collaboratively.

Brings rigorous attention to detail to each project; from setting up print process markup to accurately executing changes to copy ie. price changes, verifying bleeds, trapping, and CMYK/Spot colour separations. Able to manage high volumes of artwork across fast-paced campaigns while maintaining strict quality control for every file where accuracy is essential for print-ready production.

CORE SKILLS

Communication & Management

Customer-Facing Consultation, Project Timeline Tracking, Expectation & Deadline Management, Clear Written & Verbal Communication, End-to-End Delivery, Project Prioritisation, Detail-Oriented Quality Assurance.

Pre-Press & Print Production

Press-Ready File Preparation, Reviewing Customer-Supplied Files, File Problem Resolution, CMYK Colour Management, Bleed, Trapping, Overprint, Markup Paths, Artwork Collects., Pre-Flight Checking, Version Control.

Studio & Software

Adobe Creative Suite (Illustrator, InDesign, Photoshop), Adobe Acrobat Pro (Preflight / Output Preview), Canva, QuarkXPress, specialised CAD/CAM, Blender, Digital & Print Asset Management.

Business Operations

Client Relationship Management, Project Timeline Tracking, Administration, Budgeting and Bookkeeping.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer & Director | Freelance
July 2019 – Present

- Consulting directly with clients to translate their commercial objectives into clear design briefs, technical specifications and achieveable milestones.
- Evaluating and creating artwork across print, display, and digital formats, adapting files for specialized production requirements.
- Verification of copy and content with rigorous checks to ensure updated promotional copy, price structures, and service tables are correct. Guaranteeing zero errors prior to customer sign-off and print run.
- Carrying out thorough pre-flight checks to ensure accurate color reproduction, correct font handling, proper document markup and strict adherence to client specifications.
- Handling all operational aspects of an independent business, maintaining rigorous organisation, structured file management and dependable timelines.

Lead Graphic Designer | Coloursource Ltd.
September 2012 – June 2019

- Served as the front-line creative and technical liaison for a diverse client base, building strong working relationships advising customers and guiding projects smoothly from initial brief to production.
- Produced comprehensive design packages including marketing collateral, press-ready files for corporate identity suites, large-format banners, custom apparel, and branded stationery.
- Conducted thorough pre-flight checks and artwork reviews to ensure accurate layouts, correct copy, bleed, trapping, markup and colour splits before collecting artwork for final printing.
- Managed high volumes of work in a fast-paced studio environment, prioritizing tasks effectively against tight deadlines while maintaining meticulous attention to detail.
- Maintained centralised artwork archives and job bags, ensuring standardised file-naming conventions and clear version tracking across multi-stage client revisions. Implemented cloud based backup and versioning for remote working during lockdown.

EDUCATION

Middlesex University | 2008 – 2011
BA (Hons) Graphic Design

Birmingham City University | 2007 – 2008
BTEC Foundation Diploma in Art and Design