

CONTACT DETAILS

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To see some of my work visit:
www.susannahswift.co.uk

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Abinger Lane
Abinger Common
Dorking
Surrey RH5 6HZ

D.O.B.
14.11.1978

SKILLS



INTERESTS

My children!
Photography
Cooking
Fashion + Beauty

PERSONAL SUMMARY

I have over 15 years of experience in the design and marketing field and am currently running my own businesses that have been going for nearly 10 years.

Having worked at agencies full-time, had lots of freelance experience as well as having my own business, I have gained extensive knowledge in all areas and ways of working. I'm self-motivated and confident in my work and my ability to work in all circumstances and situations. I love the varied workload that this brings and I'm always looking for new and interesting projects to inspire me.

WORK EXPERIENCE

2007 - PRESENT SUSANNAH SWIFT LTD

After working for an agency after I finished college, I found I wanted to step out on my own. Over the years I gained many clients, large and small, and also freelanced for much larger agencies too. I enjoy the responsibility that comes with having my own clients as well as the freedom it brings to really create interesting work.

I have created corporate identities for relexologists to conservation companies, packaging and promotional materials for large fragrance and beauty launches, shop interiors, natural food labelling and logos, retail design for Glenmorangie and Hennessy and yearly series brochures for large classical concert venues and promoters, among many other things.

2009 - PRESENT TIGERLILY WEDDING STATIONERY

Along with a Photography graduate friend, I started a wedding photography and stationery company. This developed over the years and although I no longer offer wedding photography, I have turned this little project started by some friends, into a successful wedding stationery business.

2007 - 2011 GROUNDCREW

Groundcrew were a very successful design and marketing firm that specialised in retail design, shop fitting and large product launches. I was their in-house graphic designer on a freelance basis and I worked closely with the product and retail designers to produce huge fragrance launches and all the elements of dressing and fitting out department stores around the world as well as creating brands and shop fits for smaller, more niche beauty brands.

See more overleaf...



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WORK EXPERIENCE CONTINUED...

Clients included; Versace, Jaeger London, Matthew Williamson, La Perla, Roberto Cavalli, Aspects Beauty Co. and many more.

The work I produced ranged from large format posters to fragrance packaging, shelving units to brochures, promotional literature and photographing products to be used in-store. The responsibilities and tight deadlines were challenges that I really enjoyed and was able to use many of my skills to produce work for clients and other designers alike.

1997-2007 DESIGN SPECTRUM

This agency took me on as a Junior Designer after I completed my studies and over the years I worked my way up to be an integral part of the design team, working directly with the Design Director. It was a steep learning curve at first but as it was a relatively small firm, I learned all aspects of the business - not just design, but marketing, art direction, administrative duties, pitching ideas, costings and taking care of clients. All these skills stood me in good stead to then progress and form my own design agency.

EDUCATION

1995 - 1997
GUILDFORD COLLEGE
BTECH NATIONAL DIPLOMA IN GRAPHIC DESIGN

1991 - 1995
ASHCOMBE SCHOOL, DORKING
9 GSCES INCLUDING A IN ART + GRAPHIC DESIGN

