

# Tina Scahill | Curriculum Vitae 2022

## ABOUT:

I have developed an intuitive design process that gets clients to where they want to be... I am an active listener, bringing ideas to the marketplace.

Traditional art school background, I can draw on practical themes from history to inform the designs of today. I can add value to your business with design guidance and assist in your marketing needs. I have Chartered Management experience and qualifications that you can trust in.

I am also a practicing artist, multidisciplinary with a leaning towards landscapes and use of text.

## PROFESSIONAL MEMBERSHIP:

2005 to present - **Member of the Chartered Management Institute, MCMI.**

## EMPLOYMENT EXPERIENCES:

### **07/2007 to Present Tina Scahill Design - Freelance Graphic Designer**

I'm creative, thoughtful, and a solver of communication problems! I'm keen to get information to the audience in the best and most relevant format. I have worked for a variety of businesses from start-ups, to premier brands via agency work: IBM, TNT, MSD.

I have extensive experience working in the tourism sector, I currently provide all the design for Hampshire Top Attractions, and have experience of cruise tourism with Southampton ABP.

I am focussed on the end user and design collateral to create the right reaction in the target audience, this is the power of a good designer. That can be from a small pottery start up to an airport destination magazine as I have produced for Southampton Airport.

### **01/10 to present – Senior Designer - The Marketing Collective Ltd**

This agency is dedicated to providing marketing information in a meaningful way. I help to provide creative design, photography, research and occasionally words for the host of magazine and leaflet titles. It takes multitasking to a new level.... but it's fun!

Customer focussed. Tourism industry niche, I create brand styles for publications and develop brand identities. Marketing services that provide campaign work for: radio, public transport spaces, innovative historic walking trails. I work within project parameters, so the client gets best value and think outside of the box when trying to achieve their objectives

### **09/18 to 06/19 – Senior Graphic Designer - Eastleigh Borough Council**

Covering a maternity leave, I had the privilege of working within a great marketing communications team, and wide variety of internal stakeholders and external agencies. Allowing me creative approaches to campaigns and deliverables in online and offline work with the arts, countryside and the community.

### **10/07 to 12/2009 – Designer - for Walking Distance Ltd**

Lead designer for all publications, promotional material, exhibition stands, brand implementation. The company worked predominantly for the tourism market producing tourist literature for Southampton, Hampshire and the New Forest. Clients included Southampton Cruise Terminals & Southampton Airport.

### **07/2005 to 07/2007 - Creative Artworker - Richardson Carpenter Advertising, RCA**

As the creative artworker at RCA I was involved in the end production of a wide variety of materials for print or web production.

This design agency worked with blue chip clients: Lenovo, TNT, Autodesk and Yell, enabled me to produce some very creative work and following brand guidance. Also working in multiple languages from Chinese to German layouts.

### **10/2001 to 07/2005 – Production and Project Coordinator - Cricklade College**

I set up a professional print and production team which utilised existing staff and encouraged new skills within this department. My responsibilities were to implement projects for the Senior Management Team. My most notable success of my time with the college was to project managed the full time prospectus for 2003-4. This won the FE First 2003 and the Heist 2003 awards, both prestigious within education.

**04/2000 - 10/2001 - Marketing Designer - Norwich Union Healthcare**

A dynamic team with lots of creativity, I really loved my time with Norwich Union. I assisted with the creation of adverts for the annual Medical Awards, sales tools for IFAs and leaflets for customers to get the most out of their healthcare plans.

08/1999 - 03/2000 - Publicity Assistant for Basingstoke College of Technology

08/1996 - 07/1999 - Part-time Sales Assistant with the retailer Argos while studying degree

09/1993 - 09/1996 - Department of Social Security - The Benefits Agency

QUALIFICATIONS:

2020 – until Sept 2022

**University of Winchester**

Active study for a **Masters In Digital Media Practice**

2004 - 2005

Chartered Management Institute

Outcome: **Diploma in Management Studies**

1996 – 1999

**University of Winchester**

BA (Hon's) Art and Design (major) with Media and Film studies (minor)

**Outcome: 1st Class Honours Degree**

1993 - 1994

City and Guilds of London Institute Modular **certificate in Photography** - evening class.

**Outcome: Two components: Two credits**

1992 - 1993

**Winchester School of Art**

Foundation Course in Art and Design - specialising in Graphic Design.

**Outcome: National Diploma**

1990 - 1992

**Cricklade Tertiary College, Andover**

**A Levels:-** Communication Studies, A. Art and Design, C

1985 - 1990

**John Hanson Secondary School, Andover**

**GCSEs:-** 8 passes at grades A-C including Maths and English.

SKILLS

Brand development, graphic design, advertising, marketing communications, UX, UI, email marketing, corporate identity, large format display stands, websites, art direction, branding and identity. I am a commissioned painter and exhibit with Hampshire Artists Cooperative.

ONLINE:

<https://twitter.com/scahilldesign>

<https://www.facebook.com/pg/Scahillart>

<https://uk.linkedin.com/in/tina-scahill-6623811b>

[https://www.instagram.com/tina\\_scahill\\_design/](https://www.instagram.com/tina_scahill_design/)