

# Ameet Hindocha | CV

## Personal & Contact Details

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DOB: 26.02.78  
Sex: Male

*I am a creative and technically skilled graphic designer with all-round experience of design for print and web.*

*My key skills include strong Mac skills (including design packages), project management from concept to completion, excellent communication skills, artwork preparation, knowledge of print production processes and understanding of the concerns involved in developing brand identity.*

*My core personal qualities include enthusiasm, creative flair, efficiency and a desire to produce exciting and innovative designs that exceed the expectations of the brief. I enjoy a challenge and a chance to learn.*

## Employment & Experience

August 2000–present : **Self-employed**

**Freelance Design for print and web**

Print and web-based freelance projects for independent clients and for design studio Them Design Ltd. – recent work includes graphic design, illustration and motion graphics for **logo and identity, shop displays, exhibition catalogues, websites, book covers, CDs, invites and posters** for an art gallery and **flyers** for numerous art and music events.

### Skills gained:

- Prioritising my time in order to keep to tight deadlines while working under my own initiative.
- Understanding the needs and requirements of each client and producing work that fulfils these.
- Using a variety of techniques and skills depending on the requirements of the job.
- Communicating effectively with clients and printers to achieve outstanding final results.

Sept 2004–present : **Wimbledon College of Art**

**Visual Communication Technician on Foundation Course**

Helping students realise their creative ideas using tools such as Photoshop, Illustrator and Final Cut Pro.  
Running workshops and LOCN evening classes in Photoshop CS, Illustrator CS, Final Cut Pro, Freehand and animation.  
Establishing and maintaining a studio for 50 students - including a suite of 7 Apple Macs, darkroom, letterpress and library.  
Setting up projectors and AV equipment for multimedia presentations.  
Helping set up the end of year exhibition - including compiling the showreel and collating and designing the catalogue.

### Skills gained:

- Increased communication skills. Making myself understood through clear explanations and demonstration.
- Lateral thinking and problem solving when helping students with their projects.
- Working within a team to ensure the smooth running of the department and during the exhibition set up.
- Greater understanding of creative software through teaching and staff development courses.
- Better knowledge of networking and Mac troubleshooting.

### Key achievements:

- Establishing a new studio as part of the Foundation course at Wimbledon College.
- Contributing to outstanding OFSTED report in 2005 – contribution of technical staff especially commended.
- Redesigning and updating the exhibition catalogue to a positive response from staff and parents.

May 2004–Sept 2004 : **White Label Productions**

**Print-related database controller** for a CD packaging design & production company.

Oct 2000–Feb 2004 : **Rubicon Products Ltd.**

**In-house graphic designer** for a manufacturer of exotic juices, and its sister company *Shana Foods*. Duties included:

Ensuring the brand identity was strong and consistent across all visual materials, internal and external.  
Developing designs for new products and updating existing packaging. Working from concept stage to producing technically correct artwork and overseeing print.  
Creating design solutions for Sales and Marketing Dept. Including posters, print advertising, sales presenters, brochures, point-of-sale presentation, exhibition graphics, livery and promotional items.  
Print buying. Visiting printers to oversee different jobs. Approving proofs.

### Skills gained:

- Understanding of the design workflow through involvement in the whole process from concept to finished product.
- Project management skills through liaising with external printers, photographers, illustrators, web site designers, exhibition stand designers and other agencies as well as the internal Marketing Department and Managing Directors.
- Self sufficiency and time management to ensure that all jobs are completed on time and effectively.
- In depth knowledge of design for print/press.

### Key achievements:

- Established and enhanced in-house Graphics department for Rubicon / Shana. Conceptualised packaging and brand development across all visual materials, contributing to average 15% growth in sales since 2001.
- Redesigned range of carbonated drinks contributing to positive response to the new look and 12% increase in can sales over 2003.
- Developed and implemented new visual identity of Shana, establishing it as a quality brand and aiding introduction into major supermarkets. Extended to advertising, POS, exhibition stand, livery, stationery, packaging and website.

Oct 2001–present : **Adverse Camber music and arts collective**

#### Graphic designer / artist

Established a visual identity and continue to produce all artwork for this music and arts collective.

Developed the website alongside flyers and posters for events. (<http://www.adverse-camber.net>)

Created moving image work for projections at events – including a performance for the Cybersonica festival at the ICA.

Produced CD artwork for artists involved in the collective and for a self-released compilation CD.

Organising and promoting audiovisual events – including setting up audiovisual equipment.

Organising and contributing to a radio show on Resonance FM.

Feb 1997–Oct 2000 : **Ritechem Pharmacy Plc.**

**Sales Assistant and Minilab operator** Included some promotional poster design.

## Education & Qualifications

1997-2000 : Camberwell College of Arts, SE15

**BA (Joint Hons) Graphic Design and Painting**

1996-1997 : Surrey Institute of Art and Design,  
Farnham

**BTEC Diploma in Art and Design Foundation Studies**

1991-1996 : St Paul's School, Barnes, SW13

**A-level: Maths-B, Physics-B, Geography-B**

**AS-Level: Art-B AO-Level: French-B**

**GCSE's: 8 A, 2 A\***

1985-1991 : Feltonfleet School, Cobham, Surrey

## Additional skills

### Software

**Experienced in** - Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe ImageReady, Adobe Acrobat, Dreamweaver MX (LOCN qualification), Final Cut Pro, DVD Studio Pro, Microsoft Office, iStopMotion, Ableton Live

**Working Knowledge** - Freehand, Flash, QuarkXPress, Adobe AfterEffects, Adobe Premiere, Peak, Sound Studio

### Computers

Mac and PC literate.

Networking Apple Macs.

### Other skills

Photography, drawing, typography, printmaking, animation and digital imaging.

Full, clean Driving License.

Qualified first aider (trained in April 2005) and fire marshall.

### Leisure Interests

Music / DJing, film and animation, art, travel, reading, cookery and tai chi chuan.