

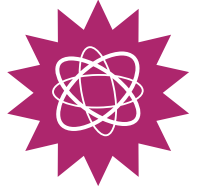
RICK@WIREDSC.CO.UK

**D.O.B:** 19.04.1984

+44 (0)7546 611 643

# RICK HINCKS

WIREDSC.CO.UK



## SKILLS:

### DESIGN SKILLS:

- I believe in smart thinking and common sense.
- Before starting any project, I research the target audience so as to understand the customer challenge.
- I look for the unique selling proposition behind the product or service.
- I drive myself to be creative and imaginative.
- I set high standards and don't accept second best.
- I constantly evaluate my own work and seek feedback from others.
- I am always striving to learn more.
- My experience and expertise now stretches to print, web, signage and multimedia.

### PEOPLE SKILLS:

- I relish the opportunity to work as part of a team.
- I revel in the aspect of combining creative talents into one piece of work
- The opportunity to bounce ideas around and have work evaluated and criticized constructively by fellow designers is something I look forward to as it helps me develop tremendously.
- Through working in a 4 person team that specialize varied areas of design I have learnt a great deal in areas I didn't expect to be involved in at this point in my career.
- Through this knowledge I now have the confidence to liaise and communicate directly with clients.

### TECHNICAL SKILLS:

I am highly confident in:

Adobe Illustrator, Photoshop, inDesign, Dreamweaver, Flash and After Effects. (CS3).

Specialise in:

Web, CSS, HTML, Flash, Print Design, Sign / Point of Sale Design, Video Graphics, Page Layout.

I have basic knowledge of:

Actionscript 2.0, Javascript, PHP.

## EDUCATION:

**June 2000:** 9 GCSE's

**Sept 2000 – June 2002:** Edexcel BTEC National Diploma Graphic Design, Stockport College

**Grade:** Distinction

**Sept 2002 – June 2005:** BA (Hons) Multimedia Design, Stockport College (Liverpool John Moores Qualification)

**Grade:** 2.1

## EMPLOYMENT HISTORY:

### WORK EXPERIENCE:

**April 1996 (2 Weeks): GCP Direct Marketing.**

**July 2001 (2 Weeks): FI Direct.**

**July - August 2004 (5 Weeks): Scanpress,** I was hired to design promotional leaflets and manage the design of the Scanpress training manual, plus the storyboarding of the DVD training manual.

**July 2005 (4 Weeks): Mook,** I was hired to work on live briefs, creating web pages, video graphics, images and banners for online advertising plus to edit and compress video to be suitable for use online.

### PAST EMPLOYMENT:

**Sales Assistant for 18 months at the Heaton Chapel Coop Late Shop,**

**Volume Keyer for 6 months at Pertemps (Royal Mail),**

**Call Centre Advisor for 6 months at The Royal Bank of Scotland**

**Assistant Bar Manager for 18months at Heaton Moor Conservative Club,**

**May 2006 – June 2008: Passion for Creative Ltd** (Waterford, Ireland)

Since being hired I have developed all of my skills within various fields, resurrecting my confidence in my design skills and techniques. With me joining the company in its early stages, there were only two of us involved for over six months, I was therefore involved in every stage of the company's development.

In my two years at Passion for Creative I worked on projects where I was involved in every stage, including the first meeting with the client, and moving the project forward to the final stage, covering various meetings whilst also liaising with the client at every stage, making amends and clarifying changes and print costs / signage costs.

When I arrived I hit the ground running and was instantly involved in every element of design; from meeting the client and arranging a brief, to finalizing work and arranging print costs. Since then I have moved further with my experience and have worked on branding multiple new companies and re-branding / developing existing companies in to their market leader.

**I am currently working with Concrete Recordings, updating their website / myspace pages and the website / myspace pages of their signed artists. I also set up promotional material for them to distribute through the web.**

### CURRENT EMPLOYMENT:

Currently freelancing for both long and short-term periods within studios around Manchester.

## PERSONAL STATEMENT:

With design being the career I always strived for, getting this far really spurs me on to do more.

I consistently experiment with new ideas in my spare time, finding new design techniques to use in my work really motivates me to take them as far as I can.

Since moving to Ireland I have learnt about elements of design that were never really parts that I was particularly interested in, however when I arrived I hit the ground running and learnt invaluable information about dealing with clients, developing ideas and most importantly reaching deadlines and producing work that is ready for it's target, whether that is print, sign making, video or the web.

Travelling has always been one of my interests and spending time in Ireland and seeing the difference in culture helped me learn to adapt my designs and techniques, as we were working with many clients who had no experience with design agencies before. One of the main techniques I had to learn was to adapt old logo's that were familiar to the majority of the population of the South East and modernize it yet keep the familiarity within it.

I enjoyed my time in Ireland immensely however I felt that not only did I need to develop my skills more, I needed to get back to an incredibly cultured city and absorb everything I had missed over the last two years. Not forgetting all the music, design, architecture, Manchester City and just the general buzz of belonging to a city as great as Manchester.