

CV and Letter Examples

Professional Liaison and Promotion 2021

March 4th 2021

Module Task: One Drafted letter of Introduction to a considered and specified recipient from your list of 10

Letter Writing Hints and Tips

- Attention to detail is an absolute must
- As with CV writing and the “dos and don’ts” discussed, consistency, accuracy, paper/digital quality etc, all speak volumes about you as a designer.
- There could be a **visual** relationship between all of your correspondence material, for example if you use a letterhead this could be echoed as the heading for your CV and Personal Profile. Allow your design signature to permeate without being distracting to the text.
- Content – Be direct, you can’t afford to ramble. Keep it relevant. Try not to make it too personal, and lapse into “story telling mode”, keep it professional sounding and succinct. Avoid “hey.”
- Your tone - sound confident and positive but don’t be pompous.
- You may have to elaborate on certain features mentioned in your CV or Profile in the actual text of your letter to ensure that the recipient understands immediately the relevance of your correspondence.
- Give them more than just a letter on white paper - your Press Pack for example, or at the very least something visual – brand id, links to your digital presence. Just a letter and CV can be quite cold and the recipient might be more inclined to respond to an inspiring visual.
- How can you make your email stand apart? Embed the design identity in your signature, use your letter head in the content on the email. Embed links to your website, artstthread, linkedin, social media etc – make it easy for them.
- It is important to follow up letters with phone call, email, or a polite second letter. Don’t give up, people are busy, it may take more than first attempt. Be resilient!
- Contemporary ways of making contact – through social media, linkedin etc. the same level of rigour should be applied to your written communication and visual presentation across all of these.

Don't forget your call to action!

- How do you ensure your recipient does what you want them to and responds to your call/your intro?
- How do you do this cleverly and without coming across as bossy and rude?
- Carefully word your parting shot to use positive language rather than a tone that implies “only if you have time as I’m not really worthy!”

NAOMI ELIZABETH

Surface Pattern Design

www.naomielizabethdesign.com naomi-elizabeth-design www.artsymood.com/profile/naomisaward

CONTACT

07830529857

NAOMIELIZABETHDESIGN@OUTLOOK.COM

19 EDWARD STREET, PORT TALBOT

SA43MYG



PERSONAL PROFILE

Naomi is a textile and interior designer based in Swansea, with a keen focus on fun, hand illustrated designs and repeats. She is a hard worker who is always looking for new sources of inspiration to fuel her design.

EDUCATION

UNIVERSITY OF WALES TRINITY SAINT DAVID
2017-2020, Bsc(Hons) Surface Pattern Design
Currently studying

NEATH COLLEGE, 2015-2017, A LEVEL
Textiles A*, Welsh Baccalaureate A*,
Business Studies A, English B

GLAN AFAN COMPREHENSIVE SCHOOL
2010-2015, 14 GCSEs Grades A* to C
including Maths A*, English A*,
Applied Business A*, English Language A,
Art and Design A, Biology A, History A

CREATIVE SKILLS

PHOTOSHOP



ILLUSTRATOR



HAND RENDERED REPEATS



SCREEN PRINT



DIGITAL PRINT



PERSONAL ATTRIBUTES

- CREATIVE THINKER
- TEAMPLAYER
- RELIABLE
- ENTHUSIASTIC AND PASSIONATE

EXPERIENCE

2020 - TOP DRAWER LONDON ASSISTANT
A week of practical experience assisting with designs, learning about the process of exhibiting at a trade show, helped to set up and organise her display at the event. Take orders from wholesale clients and promote her new ethical range to potential customers. This experience introduced me to licensing and wholesale, helped my confidence and taught me how to communicate with customers.

2019 - COLLABORATIVE PROJECT GRANGEBOX
One of ten designs chosen. I was able to collaborate with a marketing company Grangebox to reimagine textile waste into a commercially viable 'Bully' brand stool. This design forms part of the Grangebox showroom in Clerkenwell, and debuted at Clerkenwell Design Week.

EXHIBITIONS

2019 - MISSION GALLERY STUDENT EXHIBITION
2019 - ST FAGANS JWTSO EXHIBITION
2019 - CLERKENWELL DESIGN WEEK
2018 - NATIONAL WOOL MUSEUM

AWARDS

2017 JWTSO - ACADEMIC EXCELLENCE AWARD
2017 NEATH COLLEGE STUDENT OF THE YEAR
2016 NEATH COLLEGE MONETARY SCHOLARSHIP

NAOMI ELIZABETH

Surface Pattern Design

www.naomielizabethdesign.com naomi-elizabeth-design naomielizabethdesign@outlook.com

19 EDWARD STREET, PORT TALBOT, SA43MYG

07830529857

15/05/2020

Emma J Shipley
Hackney Downs Studios,
East Hall,
London
E8 2BT
07922 424642
careers@emmajshipley.com

To whom it may concern,

Many people believe that your name reflects your inner self, your personality shining through the colours you paint your walls, the décor you carefully select and the wallpaper you hang all around. Emma J Shipley's dynamic patterns remind me of all the wonderful things in life, and I believe that it is the perfect reflection of my ethos. I was thrilled to see your advertisement for a Designer on your website and feel that if given the chance, my skills and passion would allow me to be the perfect fit for your exciting work environment.

I am currently completing my third year studying Surface Pattern Design at University of Wales Trinity Saint David. My current personal major is highly inspired by Emma J Shipley, embracing the maximalist interior trend, incorporating birds of paradise into twirling repeats. I am highly dedicated to researching trends and design companies, volunteering with Tusk Designs at Top Drawer to gain experience selling to customers and attending events such as London Design Week.

Through my time at University, I have honed my skills with CAD, including Photoshop and Illustrator, taking online classes and workshops to learn repeat pattern techniques and developing a keen eye for detail. I have also been working in retail alongside my degree for 3 years, and excel at working in a team, with the ability to take the initiative as well as working to a specific brief.

Accompanying this letter, you will find a small selection of samples and designs from my recent collection that portray my potential. I look forward to hearing back from you, and I appreciate your time and consideration.

Sincerely,

Naomi Seaward

NAOMI ELIZABETH

Surface Pattern Design

NAOMI ELIZABETH

Surface Pattern Design

www.naomielizabethdesign.com naomielizabethdesign.com www.artsandcrafts.com/profile/naomielizabeth

CONTACT

07830529857

NAOMIELIZABETHDESIGN@OUTLOOK.COM

19 EDWARD STREET, PORT TALBOT

SARFING



PERSONAL PROFILE

Naomi is a textile and interior designer based in Swansea, with a keen passion for hand illustrated designs and repeats. She is a hard worker who is always looking for new sources of inspiration to fuel her design.

EDUCATION

UNIVERSITY OF WALES TRINITY SAINT DAVID
2017-2020, BA(Hons) Surface Pattern Design
Currently Studying

NEATH COLLEGE, 2015-2017, A LEVEL
Textiles A*, Welsh Baccalaureate A*,
Business Studies A, English B

GLAN AFAN COMPREHENSIVE SCHOOL
2010-2015, 14 GCSEs Grades A* to C
Including Maths A*, English A*,
Applied Business A*, English Language A,
Art and Design A, Biology A, History A

CREATIVE SKILLS

PHOTOSHOP

ILLUSTRATOR

HAND RENDERED REPEATS

SCREEN PRINT

DIGITAL PRINT

PERSONAL ATTRIBUTES

CREATIVE THINKER
PAYER

ARTISTIC AND PASSIONATE

EXPERIENCE

2020 - TOP DRAWER LONDON ASSISTANT
A week of practical experience assisting
Lush Designs, learning about the process of
exhibiting at a trade show I helped to set up
and organise their display at the event, take
orders from wholesale clients and promote
their new product range to potential customers.
This experience introduced me to licensing
and wholesale, helped my confidence and
taught me how to communicate with customers.

2019 - COLLABORATIVE PROJECT ORANGETBOX
One of ten designs chosen, I was able to
collaborate with smartworking company
Orangetbox to reimagine textile waste into a
commercially viable 'Solly' brand stool. This
design remains in the Orangetbox showroom in
Clerkenwell, and debuted at Clerkenwell
Design Week.

EXHIBITIONS

2019 - MISSION GALLERY STUDENT EXHIBITION
2019 - ST FAGANS UNITS EXHIBITION
2019 - CLERKENWELL DESIGN WEEK
2018 - NATIONAL WOOL MUSEUM

AWARDS

2017 UNITS - ACADEMIC EXCELLENCE AWARD
2017 NEATH COLLEGE STUDENT OF THE YEAR
2016 NEATH COLLEGE MONETARY
SCHOLARSHIP



Personal Profile

I am a soon to be graduate that has studied Surface Pattern Design at Swansea College of Art UWTSD. I enjoy drawing and painting in my unique design style and love developing drawings into patterns and separations using software such as Photoshop, AVA and Illustrator. My work also includes traditional techniques such as relief printing and screen printing. I feel confident printing on paper and fabrics and I love working with a variety of soft and hard materials. I am an enthusiastic learner and passionate about life! I find the freedom to work between processes really creative and refreshing. I have always been inspired by traditional methods of producing textiles and wallpaper. I hope my work reflects this. In my spare time I love to visit galleries and exhibitions to be inspired by different styles. I enjoy meeting and engaging with like minded people and have done multiple collaborative exhibitions during my time at University.

CV editing

LEILA EVELYN

SURFACE PATTERN DESIGN

I AM A HARD-WORKING DEDICATED DESIGNER. I BELIEVE GREAT DESIGN BEGINS WITH DRAWING AND I AM PASSIONATE ABOUT THE DESIGN PROCESS. I FIND SEEING THE END RESULT VERY REWARDING. I STRIVE TO CONSTANTLY ACHIEVE MY PERSONAL GOALS AND AM ALWAYS WILLING TO LEARN. WITH MY PASSION FOR SURFACE PATTERN DESIGN I WISH TO APPLY MY SKILLS, MOTIVATION AND DESIGN THINKING TO NEW CHALLENGES IN THE FUTURE.

SKILLS

DRAWING
SCREEN PRINTING
LINO PRINTING
AVA LEVEL 2 TRAINING
PHOTOSHOP
ILLUSTRATOR
LASER CUTTING
RESEARCHING
TEAM WORK
COMMUNICATION
CREATIVITY
PRESENTING
PUNCTUAL

CONTACT

MOBILE – 07796710316

EMAIL- LEILAROWORTH98@GMAIL.COM

INSTAGRAM – LEILAEVELYN_DESIGNS_

INTERESTS

READING
TREND SEARCHING
WALKING
TRAVEL
MUSIC

EXPERIENCE

1 MONTH PLACEMENT WESTCOTT & HENEY
1 WEEK PLACEMENT STANDFAST & BARRACKS
1 DAY EXPERIENCE AT FINE DÉCOR
1 WEEK TRAINING AVA

EXHIBITIONS & ACHIEVEMENTS

2019: CINEMA & CO SILK SCARF
2019: ORANGEBOX, CLERKENWELL DESIGN CENTRE
2019: NATIONAL MUSEUM OF WELSH HISTORY ST.FAGANS
2018: NATIONAL WOOL MUSEUM TEA TOWEL DESIGNS

2019: SHORTLISTED ORANGEBOX PRODUCT VISUALISATION
2019: SHORTLISTED I-DOTT
2018: 1ST PLACE I-DOTT WALLPAPER COMPETITION

EDUCATION

2009-14 PARKLANDS ACADEMY CHORLEY
2014-15 BLACKBURN COLLEGE UAL
ART & DESIGN – MERIT
2016 BLACKBURN COLLEGE UAL
FOUNDATION – DISTINCTION
2017-20 UNIVERSITY OF WALES
TRINITY ST. DAVID –
BA SURFACE PATTERN DESIGN

This was a CV I had started earlier in the year, after learning more and researching more about CVs I wanted to change the format and the layout information and start again. But also include elements of design to further 'show off' my style and branding. I think the fonts used in this CV are unattractive. The progression on building a new CV follows on the next slide.

Logo clear to read at the top of the page – clear contact information below

Education in order of most recent first. Clear to read and understand once getting a final grade for completing my degree I will update.

Used the dotted line to split the CV in to two sections it also fits in with my logo and branding

Leila Evelyn

CONTACT INFORMATION

D.O.B 04/05/98

Driving Licence - Full UK

✉ leilaevelynroworth@gmail.com

🌐 website - <https://leilaevelynroworth.wixsite.com>

☎ 07796710316

📷 leilaevelyn_designs_

🌐 <http://linkedin.com/in/leila-evelyn-roworth>

EDUCATION

University of Wales Trinity St. David BA (Hons) Surface Pattern Design 2017-21

Blackburn College Art and Design Foundation Diploma (UAL) 2016 – Distinction

Blackburn College Art and Design Level 3 Diploma (UAL) 2014-16 – Merit

12 GCSEs achieving A/ A* in Graphics and Art

EXPERIENCE

Summer 2019 - Standfast & Barracks - Placement with design department

June 2019 - Westcott & Heney

Mid June 2019 - Fine Decor - Placement with design department

2019 - Level 1 AVA training

ABOUT

I am a soon to be graduate that has studied Surface Pattern Design at Swansea College of Art UWTSD. I enjoy drawing and painting in my unique design style and love developing drawings into patterns and separations using software such as Photoshop, AVA and Illustrator. My work also includes traditional techniques such as relief printing and screen printing. I feel confident printing on paper and fabrics and I love working with a variety of soft and hard materials. I am an enthusiastic learner and passionate about life! I find the freedom to work between processes really creative and refreshing. I have always been inspired by traditional methods of producing textiles and wallpaper. I hope my work reflects this. In my spare time I love to visit galleries and exhibitions to be inspired by different styles. I enjoy meeting and engaging with like minded people and have done multiple collaborative exhibitions during my time at University.

SKILLS

Adobe Photoshop

Wacom Tablet

Adobe Illustrator

AVA

ApS Ethos Laser Cutting & engraving

Best Image

Screen Printing

Relief Printing

EXHIBITIONS & AWARDS

November 2019 - Creative Bubble, Swansea Limited edition print exhibited

August 2019 - Cinema & Co, Swansea silk scarf exhibited

July 2019 - i-Dott wallpaper competition, shortlisted

April 2019 - Orangebox, shortlisted product visualisation

May 2019 - Clerkenwell Design Week, Orangebox visualisation

January 2019- St Fagans National Museum of History, Reimagining the archive

July 2018 - i-Dott wallpaper competition, winner

October 2018 - National Wool Museum Wales, Tea Towel exhibited

Pattern boarder using my diamond repeat pattern. I've used this pattern because it includes different line qualities and shows my love for lino printing and traditional methods which I discuss in my Personal Profile.

Used a pink colour block layer to highlight my Personal Profile also by placing it at the top of the page it is clearer to see and more likely to be read.

I've ordered my exhibitions and awards section so it is clear to read. I havent included the length of time I was at these experiences but could happily speak about them upon being called for an interview.

Leila Evelyn

CONTACT INFORMATION

D.O.B 04/05/98

Driving Licence - Full UK

 leilaevelynroworth@gmail.com

 website - <https://leilaevelynroworth.wixsite.com>

 07796710316

 leilaevelyn_designs_

 <http://linkedin.com/in/leila-evelyn-roworth>

EDUCATION

University of Wales Trinity St. David BA
(Hons) Surface Pattern Design 2017-21

Blackburn College Art and Design
Foundation Diploma (UAL) 2016
- Distinction

Blackburn College Art and Design Level 3
Diploma (UAL) 2014-16 - Merit

12 GCSEs achieving A/A* in Graphics and
Art

EXPERIENCE

Summer 2019 - Standfast & Barracks -
Placement with design department

June 2019 - Westcott & Heney

Mid June 2019 - Fine Decor - Placement
with design department

2019 - Level 1 AWA training

ABOUT

I am a soon to be graduate that has studied Surface Pattern Design at Swansea College of Art UWTSd. I enjoy drawing and painting in my unique design style and love developing drawings into patterns and separations using software such as Photoshop, AWA and Illustrator. My work also includes traditional techniques such as relief printing and screen printing. I feel confident printing on paper and fabrics and I love working with a variety of soft and hard materials. I am an enthusiastic learner and passionate about life! I find the freedom to work between processes really creative and refreshing. I have always been inspired by traditional methods of producing textiles and wallpaper. I hope my work reflects this. In my spare time I love to visit galleries and exhibitions to be inspired by different styles. I enjoy meeting and engaging with like minded people and have done multiple collaborative exhibitions during my time at University.

SKILLS

Adobe Photoshop

Wacom Tablet

Adobe Illustrator

AWA

ApS Ethos Laser Cutting & engraving

Best Image

Screen Printing

Relief Printing

EXHIBITIONS & AWARDS

November 2019 - Creative Bubble, Swansea Limited edition print exhibited

August 2019 - Cinema & Co., Swansea silk scarf exhibited

July 2019 - i-Dott wallpaper competition, shortlisted

April 2019 - Orangebox, shortlisted product visualisation

May 2019 - Clerkenwell Design Week, Orangebox visualisation

January 2019- St Fagans National Museum of History, Reimagining the archive

July 2018 - i-Dott wallpaper competition, winner

October 2018 - National Wool Museum Wales, Tea Towel exhibited

Letter inspiration

To make the letter look interesting I have added a boarder of pattern. And clearly sectioned the letter into readable paragraphs. I've also included my logo at the bottom right to ensure it is cohesive with the rest of my press pack.



My Letter





43 Chapel Street
Brinscall,
Chorley,
Lancashire,
PR6 8QD

leilaevelynroworth@gmail.com

Dear Joanna,

I am writing this letter to enquire about gaining experience within your company. I am graduating university in July 2020.

I am a Surface Pattern Design student at University of Wales Trinity St.David specialising in textiles for interiors including wallpaper design. My skillset is varied and dynamic and I love to combine traditional techniques such as screen printing and relief printing with my digital skillset. Combining techniques really adds to my design aesthetic and love working between processes when creating designs. I enjoy generating hand drawn artwork that can be developed into patterns suitable for wallpaper. I feel my style could be valued within your company and would love to be a part of your team. I am able to create repeat patterns by hand and digitally with good knowledge of Adobe Photoshop, Illustrator and Level 1 training in AVA.

I have previously had experience with interiors brands such as Westcott & Heney and Fine Décor who design wallpaper in house for high street brands such as Next. Last summer I completed a placement at Standfast & Barracks fabric printing company which I believe has matured me as a designer and helped my commercial print design ability and knowledge for the interiors industry. As a graduate I completely understand that I am not a perfect designer but I'm eager to learn new skills and hopefully share ideas. I am very determined to learn and develop as an individual and add value to your established company.

I would love the opportunity to have a personal meeting with you to share my portfolio, ideas and ambitions. This will allow you to see my strengths and prove that I am capable. I am very much looking forward to hearing back from you.

Thank you for your time,

Leila Evelyn Roworth.

HEATHER KELMAN

SURFACE PATTERN DESIGN

I AM A SURFACE PATTERN DESIGNER WITH A LOVE OF ILLUSTRATION AND FINER DETAILS. I AM FACINATED BY THE OUTDOORS AND ALL THINGS FLORA AND FAUNA. THESE SHAPES AND FORMS FUEL A LOT OF MY WORK AND ENRICH MY DESIGNS. I AM A HARD WORKING INDIVIDUAL WITH A LOVE OF COLOUR AND THE WANT TO CREATE.

CONTACT

TEL: 07506353490

EMAIL: HEATHERKELMAN1@GMAIL.COM

INSTAGRAM: @HEATHERKELMANART

WEB: [HTTPS://HEATHERKELMAN1.WIXSITE.COM/MYSITE-1](https://heatherkelman1.wixsite.com/mysite-1)

PERSONAL SKILLS

- HARD WORKING
- GOOD TIME MANAGEMENT
- FAST LEARNER
- ORGANISATION
- WORKS WELL WITH OTHERS
- RESPONDS WELL TO CRITIQUE
- PUNCTUAL
- CAN TAKE ON LEADERSHIP ROLES

PROFESSIONAL SKILLS

- PHOTOSHOP
- ILLUSTRATOR
- DRAWING
- PAINTING
- STITCH
- EMBELLISHMENT
- REPEAT PATTERNS
- MICROSOFT OFFICE
- DIGITAL MATERIAL PRINTING
- SCREEN PRINTING
- FABRIC DYING
- LASER CUTTING AND ENGRAVING

LIVE BRIEFS

2019: ORANGEBOX
2019: NATIONAL MUSEUM OF WELSH HISTORY (ST FAGANS)
2018: NATIONAL WOOL MUSEUM
2018: IDOTT WALLPAPER COMPETITION
2018: OHH DEER CUSHION COMPETITION

EXHIBITIONS

2019: ORANGEBOX PRODUCT VISUALISATION
2019: NATIONAL MUSEUM OF WELSH HISTORY (ST FAGANS) INTERVENTION
2018: NATIONAL WOOL MUSEUM TEATOWEL DESIGNS
2017: SIXTHFORM FINAL WORK SHOW

EDUCATION

2010-2015: CAMPION SCHOOL 11 GCSES A*-C
2015-2017: CAMPION SCHOOL SIXTH FORM
B - TEXTILES
B - GRAPHICS
D - ECONOMICS
2017 TO PRESENT: SWANSEA COLLEGE OF ART UNTSO
BA (HONS) SURFACE PATTERN DESIGN DEGREE

OTHER WORK

2015-2016: STABLEHAND AT FOXHILL EQUESTRIAN
2016-PRESENT: CWR CONSULTANCY AGENCY WORK, WORKING AS FRONT OF HOUSE, WAITRESS, EVENT STAFF
AT SILVERSTONE RACETRACK AND GENERAL HOSPITALITY FOR VARIOUS BUSINESSES AND COMPANIES

AWARDS

2015: WHOLE SCHOOL MAJOR ARTS AWARD
2017: CAMPION AWARD FOR CREATIVITY
2018: SHORTLISTED FOR IDOTT WALLPAPER COMPETITION
2019: SELECTED BY ORANGEBOX TO HAVE MY WORK PUT ONTO ONE OF THEIR PRODUCTS FOR A PRODUCT REALISATION

CV DESIGN

Over the years I have written several different CVs for various jobs which have all needed to include different things and in different formats. This was a design I created last summer for my website and to email out to companies for internships. At the time I was really happy with this design, I still like how everything is laid out but I no longer like the choice of colour or fonts which I chose to use, I also needed to rephrase some bits of my writing as well as adding new achievements to the CV.

Heather Kelman

Design

I am a surface pattern designer with a love of illustration and finer details. I am fascinated by the outdoors and all things flora and fauna. These shapes and forms fuel a lot of my work and enrich my designs.

CONTACT

TEL: 07506353490

EMAIL: heatherkelman1@gmail.com

INSTAGRAM: [@heatherkelmanart](https://www.instagram.com/heatherkelmanart)

WEB: www.heatherkelmanart.com

PERSONAL SKILLS

- Hard working
- Good time management
- Fast learner
- Good organisation skills
- Works well as part of a team
- Responds well to constructive critique
- Punctual
- Can take on and enjoys leadership roles

PROFESSIONAL SKILLS

- Photoshop
- Illustrator
- Drawing
- Painting
- Digital design
- Embellishment
- Repeat patterns
- Microsoft Office
- Digital Material Printing
- Screen Printing
- Fabric dying
- Laser cutting and engraving

LIVE BRIEFS

2019: ORANGEBOX
2019: national museum of welsh history (st fagans)
2018: national wool museum
2018: IDOTT wallpaper competition
2018: ohh deer cushion competition
2020: IDOTT wallpaper competition

EXHIBITIONS

2019: ORANGEBOX product visualisation
2019: ORANGEBOX exhibition at Clerkenwell Design week
2019: National Museum of Welsh History (St Fagans) intervention
2018: National Wool Museum tea towel competition
2017: Sixthform final show

EDUCATION

2010-2015: Campion School 11 GCSES A*-C
2015-2017: Campion School sixth form:
B - Textiles
B - Graphics
D - Economics
2017 to present: Swansea College of art UWTSU.
BA (Hons) Surface Pattern Design (interiors)

OTHER WORK

2015-2016: Stablehand at Foxhill Equestrian
2016-PRESENT: CWR consultancy agency work, working as front of house, waitress, event staff at silverstone racetrack, bar staff and general hospitality for various businesses and companies

AWARDS

2015: Whole school Major Arts Award
2017: Campion award for creativity
2018: Shortlisted for idott wallpaper competition
2019: Selected by orangebox to have my work put onto one of their products for a product realisation

UPDATED CV DESIGN

I decided to keep the shape and layout of my CV relatively similar to what it was previously as I felt that this works quite well for me. I decided to alter my logo, fonts, colours, and imagery so that it remains in keeping with the rest of the branding which I have chosen to use. I have also updated my cv to include any new information and achievements which I had gained since the last time I had used it. Overall I am quite happy with this design. I feel that perhaps in the future I would like to alter this to make it shorter and more concise but I think it serves its current purpose well.



Heather Kelman

D e s i g n

1 Middle Street, Nether Heyford, Northamptonshire, NN7 3LL

heatherkelman1@gmail.com

07506 353490

14th of May 2020

Dear Sir / Madam,

My name is Heather Kelman and I have just finished my studies at Swansea College of Art studying Surface Pattern for Interiors. Having recently become a graduate student, I am keen to find my way into the design industry. My passions lie in detail and illustration which is something that can be seen across the breadth of my designs, many of which have been inspired by that of House of Hackney. I treasure all the weird and wonderful things which I notice in my everyday life, and this spurs much of my creative process as a designer.

Having just finished my degree, I have gained experience and skills across all surface pattern techniques, ranging from screen printing to digital design. I aim to achieve a high standard in all work which I create and meticulously ensure that all of my work is of the high standard which I maintain for myself. Having completed my degree I am now used to working to a high standard and at a faster pace, I have had to ensure that I possess good organisational and communicational skills in order to excel in various live briefs and projects which I have undertaken. I enjoyed working in an open studio environment where I could converse with fellow designers in a situation where we are able to help and inspire one another. I am resilient and have good problem solving abilities which I have exercised through the new life which I have adapted to, completing my studies at home.

I believe that I can make a positive impact within your design team, I have a positive attitude to my work, and towards all those around me and can work well within a team. I have good knowledge working in both traditional and digital mediums and this is something which I can shift between and work within seamlessly as required.

Please find enclosed a copy of my CV, some fabric samples of my designs, as well as a brochure which demonstrates these designs in a home environment.

Thankyou for taking the time to consider me.

Heather Kelman

These are the first drafts of my Cv and cover letter.

As shown on my CV I want to designs to come through in every aspect of my promo pack.

I like this design with my name and pattern on it.

Lara James

I am currently a 3rd year student studying Surface Pattern Design: textiles for Interiors in University of Wales Trinity St David (UWTSD), Swansea College of Art. I have always wanted to pursue a career in design, as drawing and designing is my passion. I am a hard-working individual that can work well independently but also in a team. During my time at university I have had a lot of experience from working alongside various design brands, these experiences have helped me gain a high level of professionalism required for the industry. My passion for designing pushes me to try new things and learn all the time, I hope to carry this through into the future.

Skills

- Drawing
- Painting (gouache)
- Adobe Photoshop
- Adobe Illustrator
- Screen Printing
- Lino Printing
- Laser Cutting
- Research
- Team Work
- Creativity
- Communication
- Punctual

Education

Surface Pattern Design | Current | UWTSD Swansea College of Art

Certificate of Higher Education Art and Design Foundation | 2017 | UWTSD Swansea College of Art

A-Levels | 2016 | Porthcawl Comprehensive School
Art – C Textiles – C Business Studies (AS) – C

GCSE's | 2014 | St Clare's School Porthcawl
1- A *, 3 – B's, 4 – C's
Math's – C, English - B

Experience

idott Wallpaper Competition 2020

1 Week Internship at Corgi Hosiery 2019

1 Week Work Experience at St Clares School 2019

Cinema and Co Exhibition 2019

Orange Box Clerkenwell Design Centre 2019

National Museum of Welsh History, St Fagans 2019

National Wool Museum 2018

Idott Wallpaper Competition 2018

Contact

07717783625
zaraejames@gmail.com
@zaratextiles
zarajames.co,

West Garth
Eithen Place
Porthcawl
Wales
CF36 3BX
zaraejames@gmail.com

Dear Sir/Madam

I am writing this letter to apply for work experience at your company. I have been looking through your website and have seen. (the email address to contact) I am graduating in July 2020, which is why I wish to apply for experience.

I am a Surface Pattern Design student specialising in print design for interiors. My strongest skills are gouache painting and drawing. My preferred method of working is using my paintings and drawings and digitally placing them/repeating them in Adobe Photoshop. I like to use a lot of colour within my work, including pinks, greens and blues, although my experience in the industry has taught me to make my designs more commercial and reduce my colour pallet to something more saleable. I pride myself on my digital skills and feel it is one of my strongest skills. Although during my time at university I have learnt a lot of skills including, screen printing, lino printing and dying fabric. I feel that my skills would benefit your company as I have a digital and traditional skills and a design vision which is very unique yet commercial.

I have previously had experience in a Welsh company called Corgi Hosiery, who design knit wear and specialise in socks that include a lot of patterns. Even though I do not see myself fashion print designer I think this experience gave me a good insight into how the industry works. Corgi also have their studio and factory in the same location, so I now have a good understanding to how the design process is from start to finish.

I am looking for any kind of learning experience with you and I am very eager to learn. I am a hard-working individual who works well in a team but also individually. My motivation to succeed as a print designer will benefit your company.

I have a full drivers licence so I can easily travel to you. I can show you my portfolio to help you visualise my skills in person through an interview. I am very eager to hear back from you.

Thank you for your time,
Zara James

CV and Cover letter final drafts.





CONTACT INFORMATION

✉ laurenlouisevans@yahoo.com

🌐 laurenlouisevans.wixsite.com/website-1

☎ 07989693634

📷 [laurenlouisedesigns](https://www.instagram.com/laurenlouisedesigns)

🌐 www.linkedin.com/in/lauren-louise-evans

EDUCATION

University of Wales Trinity Saint David
BA(Hons) Surface Pattern Design 2017-2021

Coleg y Cymoedd Art and Design Foundation
2016-2017 - Merit

Ysgol Gyfun Cymer Rhondda, A Level Textile
Design 2014-2016 - B

Ysgol Gyfun Cymer Rhondda, A Level Art and
Design 2014-2016 - C

Ysgol Gyfun Cymer Rhondda, As Level ICT
2014-2015 - C

11 GCSEs achieving C or above including:
Welsh, English, Math, Art and Technology

EXPERIENCE

June - July 2019 | Orangebox - Placement
with the design department.

2014 - present | McDonalds Team Member
- Part time

ABOUT

I am a hardworking individual who loves to travel and see new places. My inspiration mainly comes from architectural buildings and structures, that I've seen on my travels. Sustainability is at the heart of my designs, as I believe it's important for future generations. I enjoy playing with materials and exploring their limits while using processes such as laser cutting.

SKILLS

Adobe Illustrator
Adobe Photoshop
ApS Ethos Laser Cutting & Engraving
Digital Drawing
Microsoft
Drawing
Moodboards

English
100%

Welsh
95%

EXHIBITIONS & AWARDS

November 2019 | Creative Bubble,
Swansea. Print exhibition.

August 2019 | Cinema & Co, Swansea.

July 2019 | i-Dott wallpaper competition,
shortlisted.

April 2019 | Orangebox collaboration,
shortlisted.

May 2019 | Clerkenwell Design Week,
London. Orangebox collaboration.

February 2019 | St Fagans, National
Museum of History. Reimagining the
archive.

October 2018 | National Wool Museum.
Tea towel exhibition.



5 Pencai Terrace
Treorchy,
RCT,
Mid Glamorgan,
CF426HL

laurenlouiseevans@yahoo.com

Dear Jonas Pettersson,

I am writing to enquire as to whether there are any vacancies within your company. I am graduating in July 2020 and would love to gain experience working alongside your team.

Currently I am studying Surface Pattern Design in University of Wales Trinity Saint David.

My ambition is to pursue a career within the sustainable material market, working towards a better environment, for future generations. With motivation to succeed I believe I would be an asset to your team.

I have previous experience working within a smartworking, furniture company called Orangebox. This enabled me to understand the dedication that's needed to be successful, it also helped me gain confidence. I consider myself to be a friendly, fast-learning individual and would love to work for an ambitious company such as yours. As a graduate I understand that I may not know everything, but I am eager to learn new skills and develop further within an established company.

Thank you for taking the time to read this. I am contactable by email or phone if you have any enquires. I very much look forward to hearing back from you.

Yours sincerely,

Lauren Louise Evans



MARIEWILKINSON

07908455327
MARIEWILKINSONART@GMAIL.COM

PERSONAL PROFILE

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My favoured materiality is fabrics, working towards a print for fashion context. I adore using a number of print processes, such as devore and reactive print pastes to achieve high energy within my work.

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Dyeing
Laser Engraving
Lasercutting
Digital Drawing
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Adobe Illustrator
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Microsoft

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BA (Hons) Surface Pattern Design
Pending Award

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COMMENDATIONS

Highly Commended for commercial design for the annual festowel competition at the National Wool Museum

Instagram: @mariewilkinsonart
https://mariewilkinson.wixsite.com/design

- footer adding social media links and website
- information regarding live briefs
- more information in the personal profile
- Do I need a logo on there or does plain text work best?
- Carrying orange separation line throughout from header to footer

Letter of Introduction

- Same design layout as CV to make it easily identifiable
- Bringing the footer information to the header yet retaining the footer line to make it more conclusive as a designed letter

MARIE WILKINSON

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https://mariewilkinson.wixsite.com/design

March 20th, 2020

Etch Studio,
Studio 10,
Netil House,
1 Westgate Street,
London
E8 3RL

Dear Alexander Mitchell,

I am writing to inquire about placement opportunities that you may hold over the course of the coming months. I am interested in the possibility of a placement over the summer of 2020 as I wish to gain more experience within the industry, specifically with print design studios.

I adore your studios diversity in style and feel that experience at Etch studio would be a great fit for myself and the way in which I work.

Although my primary focus is print for fashion, I consider myself a versatile designer. I often deviate between mediums, taking pleasure in the ability to work both digitally and by hand, with the option of combining the two. This also relates to my work within these categories as I am able to work with a variety of paints and use other mediums such as pencils and pastels to achieve the aesthetic I intend to create, alongside a range of screen printing techniques.

My favoured processes involve working by hand, however I often complete prints digitally.

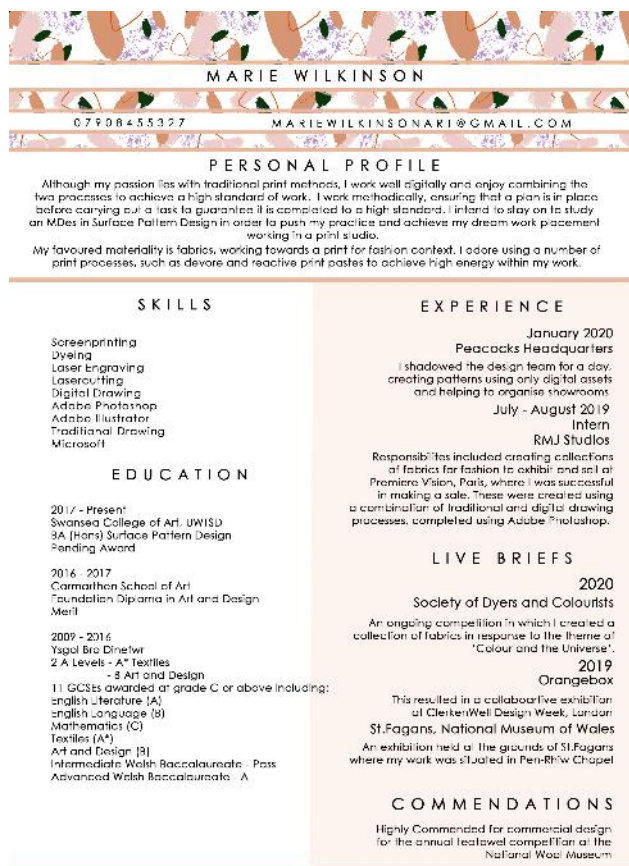
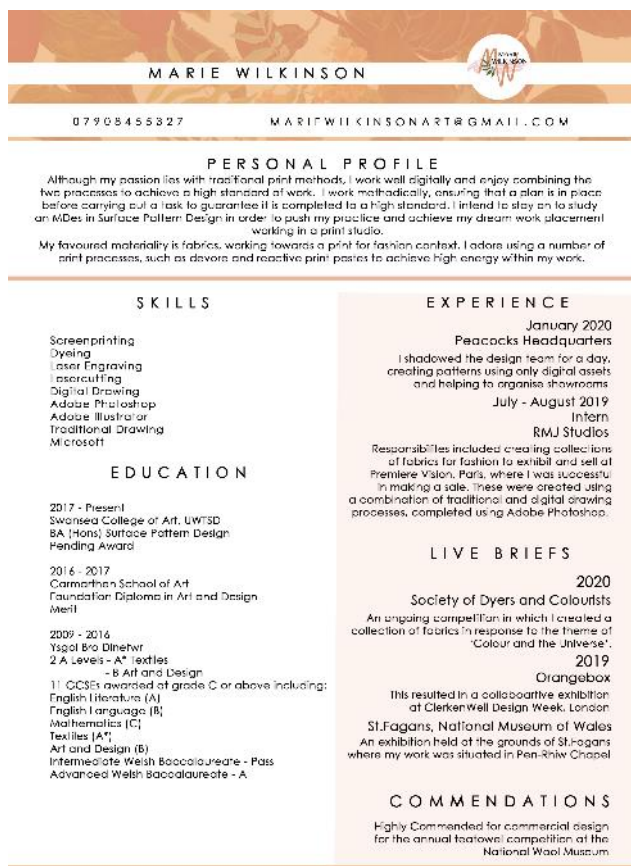
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Please find enclosed my CV and press pack to show you an insight into my work, alongside my social media links to be found at the top of this letter.

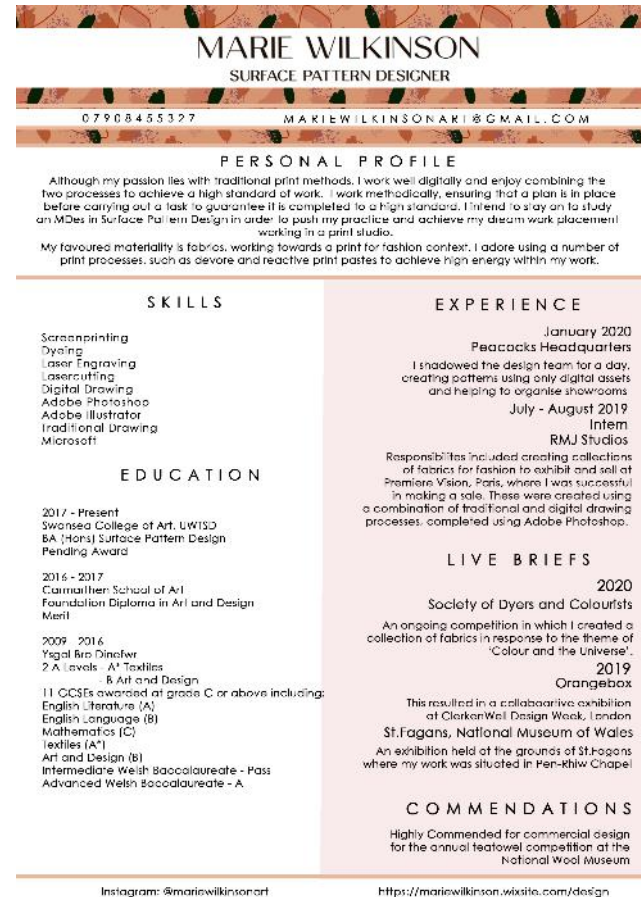
Thank you for taking the time to read this letter, I look forward to hearing from you.

Sincerely,

Marie Wilkinson

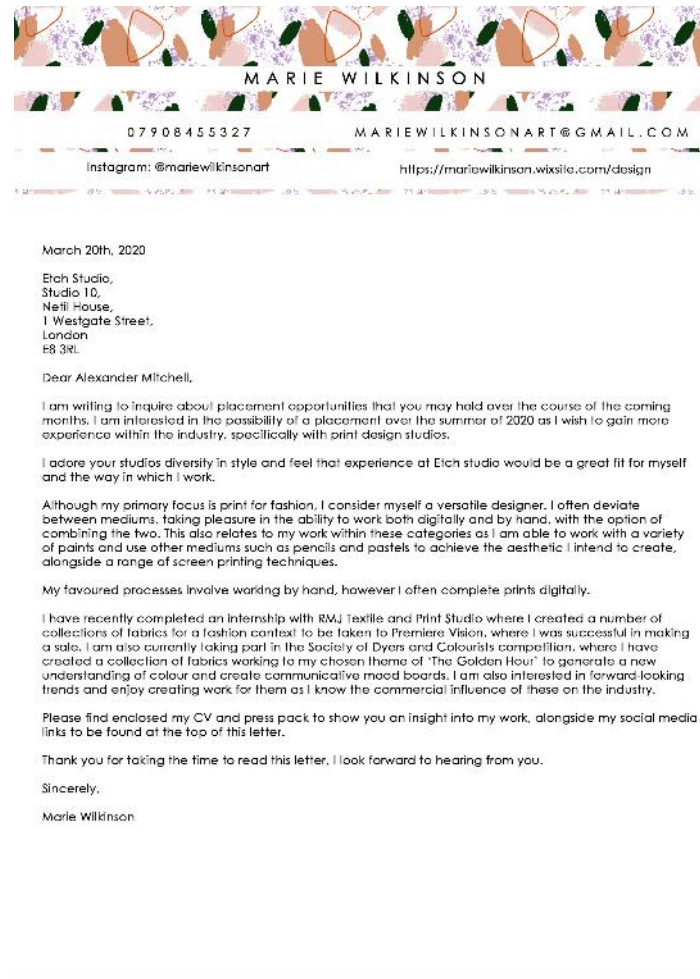


After forming a brand identity, I reviewed my CV and cover letter design as I felt it no longer represented my brand strongly. I replaced the header design with repeat I had made formed from the logo motifs, however I think this is too distracting and overcrowds the CV. I also tried adding a small logo but felt this didn't work either. I like the original design of a subtle pattern in the background, but I'm not sure if I should use it or if it's the work that best represents myself.



I also tried overlaying pink and orange, brand colours, like I had done with the design using the branding header. I didn't like this either, though added some stronger text for my name. Unsure if this takes up too much space or is too 'loud' on the CV, where much of the information seems crowded below it.

A combination of previous ideas here – the branding header isn't working as well as my original CV design so I have decided to disregard this idea.





A cleaner CV with a whiter ground and use of a logo instead of a header. I think this works better as it's not as overwhelming with a pattern beneath it. I used both patterned and orange dividers in these designs – I think the orange works best and appears sleeker. It can also be easily translated across to the cover letter.

As I had previously liked showing a subtle snippet of my work, I trialled adding sections of work and playing with the opacity and a new layout. I think the sectioned work on the left works best, as the image on the right can be more distracting as it engulfs the CV and the information is the most important, as I have my portfolio to showcase more work. I think this layout is also more readable and much cleaner.



MARIE WILKINSON
SURFACE PATTERN DESIGNER

PERSONAL PROFILE

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Playing with added dividers
in my favoured CV design
and altering the header of
my letter.



March 20th, 2020

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