
CONTACT

Tom Yallop
62 High Street
Chrishall
Royston
Hertfordshire
SG8 8RL

M: 07399 627708
tom@tomyallop.com

TECHNICAL SKILLS

Illustrator
Photoshop
InDesign
QuarkXPress
Wordpress
Litho & Digital print
PC & Mac OS

INTERESTS

Surfing
Snowboarding
Mountain biking
Drawing

PERSONAL QUALITIES

Passionate
Dedicated to flawlessness
Friendly (with social skills)
Funny
Understands the balance to
ensure team success

PERSONAL PROFILE

A highly talented, experienced, driven and flexible graphic designer / illustrator, with a proven record of project managing and delivering creative and innovative design solutions. With a broad range of managerial, technical and creative skills Tom is a proven all rounder, with a passion and flair for creative and design. A quick learner with a thirst for newness.

SKILLS PROFILE

Excellent digital design portfolio (UI and UX)
Experienced print and typographer
Project and team management to maximise efficiency and business success
Quick / excels under pressure
Thorough and meticulous
A business founder and owner: aware of all opportunities and risks

CAREER HISTORY

VRVE Limited

Lead Creative: November 2013 to present

Creative agency specialising in digital design, brand creation and development for high profile international and UK based clients.

Responsibilities: Team management, project management, pitch concepts and presentation for branding and digital design including website UX and UI.

Select work:

NCARB (USA):

Brand concepts and development, full presentation and brand guideline documentation for inhouse design team to work with.

MIRKA:

National and worldwide print and digital advertising campaign. Event branding and marketing literature.

Smartpod - Morelli Group:

Concepts, full presentation, pitch and development of the new brand for Morelli Group's solution for same day cosmetic vehicle repair. Brandmark, brand guidelines, website design, corporate literature and event branding.

Highbarn Vision Limited

Lead Creative: December 2007 to October 2013

(Sizzle design sold and leadership transferred)

Communications agency providing branding, graphic design, IT, web development, video and music production.

Responsibilities: Project management, client contact, branding, pitch concepts, identity design, websites and corporate communications.

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REFERENCES

From clients and colleagues
available on request

CAREER HISTORY (continued)

Select work:

IKEA:

Event branding for IKEA design festival including creative photography, promotional literature and interior graphics.

Event branding for 21st birthday media event including invites, brochure, clothing, interior graphics.

Design, artwork and production of monthly brochure profiling new product releases. Publication was distributed to all National press.

Estée Lauder:

Design and production of quarterly in-house magazine. Publication was distributed globally to 400 Estée Lauder clients. Held by Omnicom Media Group as "Best in class" client collateral.

Barratt Homes:

Design, artwork and production of 68 page London portfolio. Exhibition design and event branding.

Design and development of websites and accompanying literature to support consultation and planning applications for housing schemes.

Sizzle Design Limited

Company Founder / Creative Director: February 2000 to November 2007
(Company sold to Highbarn Vision Limited Nov 2007)

Design and marketing agency providing identity, advertising, print and web design for a variety of clients.

Responsibilities: Ownership and operation of company, client contact, project management and creative direction. Managing 1 x graphic designer. 100% staff retention.

Select work:

Adobe:

Concept, design and artwork for national advertising campaigns.

IKEA:

Monthly media press packs. Direct mail concepts, designs and production.

FURTHER EDUCATION

Illustration and Design, Higher National Diploma - Distinction
The Arts Institute, Bournemouth, 1995 - 1997

Technical Illustration, National Diploma - Distinction
Isle College, 1993 - 1995