

## Apurva Shah

A Senior Creative Artworker with a solid agency experience, looking for a fresh challenge. Over 12 years' artworking in TTL environments; Press, POS, in-store, direct marketing, packaging and branding.

Advanced skills in InDesign, Photoshop, Illustrator & Acrobat. Thorough understanding of the print process and a meticulous eye for detail and accuracy. Conscientious, determined and flexible; an enthusiastic team player committed to work.

Used to taking responsibility, taking briefs and delegating work to deadlines. I remain process-driven under pressure and maintain a good sense of humour!

Date of Birth  
23 March 1978

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## Experience

Used to working on large projects spread over only a few campaigns per year as well as volume driven, fast paced response on multi-media visuals ranging from 6, 48 and 96 sheets, brochures, mailers, internal comms, exhibition displays, FSU's, booklets, wobblers, bus wraps and digital.

## Strengths

- Attention to detail/Organised
- Flexible/Hard working
- Excellent Communicator
- Sense of humour

## Professional Experience

June 2011 to Present & April 2001 to March 2008 – Freelance Senior Creative Artworker

BMB • Bell Design • Bosch • Code London • Comet • Creo:retail • Crossing O'Sullivan • Cubiquity • EyeD • Fabrik Brands • FK3 • Geronimo • George P Johnson • Hays • HomeBase • J2\*Design • OTM • Parlour Wood • Sega • Steam • Wx Comms • Alpha International • Agency Inc • Sectorlight • The Brand Union • The Communications Agency • Creo Retail • venturethree • Shelter • Float • Cherry • Mars Y&R • Bureaux • Lick • ORM • The Specialist Works • Schawk • VCCP • Wand • Ogilvy & Mather • Rufus Leonard • Towers Watson

## Clients

Activia, American Express, Argos, Barclays, Boots, Brent Cross, BA, BT, Citrix, Coke, Currys, DLR, Direct Line, Dixons, easyJet, Ford, Fosters, Fox, Grosvenor, Harveys, HMV, ITV, John Smith, KPMG, Lakeside, Lloyds, MGM, Microsoft, Michael Page, Mothercare, NatWest, Next, Nintendo, Orange, Papa John's, PS3, Post Office, PWC, Royal Ascot, RF Hotels, Sainsbury's, Salter Scales, Seat, Staples, TFL, Truvia, Virgin, Walt Disney, Waitrose, Westfield, Xbox & Young's.

## Computer Skills

Graphics  
Adobe CS4/CS5, In-design, Quark Xpress, Photoshop, Illustrator, Acrobat and Distiller, Bridge, Extensis Suitcase/Fusion, Flightcheck Professional, Twist. Word for Apple Mac.

September 2010 – June 2011  
Permanent Creative Artworker/  
Retoucher at Babersmith plc

Creating wonderful work alongside Art Directors and Designers, working across advertising, large format, POS, direct and digital marketing for this independent TTL Advertising, Digital and Direct Marketing Agency based in London.

Clients: American Express, Brent Cross, Currys, Lakeside, Cabot Circus & PC World.

April 2008 – August 2010  
Permanent Creative Artworker  
at Michael Page

The Michael Page brand is among the most widely recognised brands in the professional recruitment industry. Working in an in-house creative studio on ads, invites, brochures, annual reports, power-point presentations, posters and internal communications.

Liaising with the account managers and prioritising and scheduling the work according to clients' deadlines.

Internal Clients: Finance, Legal, Executive Search, Healthcare, Human Resources and Technology.

April 2001 – March 2008  
Permanent Artworker at AGI Solutions  
(Shift-Work)

AGI Solutions is the leading supplier of design, print and packaging to the media entertainment industry. Creating artwork for DVD sleeves, disc labels, box-sets, special packaging and retouching images. Taking briefs from concept through to repro, liaised with Account Handlers, Traffic and Art Directors.

Clients: Fox, MGM, Nintendo, Walt Disney, Playstation and Xbox.

May 2000 – Nov 2000  
Permanent Artworker and Trafficker  
at K.Printers Ltd

Creating artwork for print and designing magazines, flyers, invites and brochures for this London Design studio, composition and plate-making. Taking briefs and co-ordinating the workflow with other artworkers and freelancers.

## Freelance Work

Creative Artworker/DesignGo

DesignGo are one of the market leaders in travel accessories. Working as an artworker across retail products, packaging, posters, instruction leaflets and retouching product shots and models. Preparing files and sending to print.

Creative Artworker/CraftWorkMarketing

CraftWorkMarketing are independent in business and truly integrated across all marketing disciplines. Artworking across cards, posters & large format work in various languages. Working from scamps alongside designers. Adapting artwork to various sizes and making files ready for print.

Creative Artworker – Retoucher/  
Ogilvy & Mather (RedWorks)

REDWORKS are a marketing agency for today's clients who need high volume creative assignments delivered quickly, globally and on brand. Artworking amends and layout for various clients on advertising, brand identities, brochure, DM, posters, press ads, working from scamps, through adapts and making files ready for print.

Creative Artworker/Projection Advertising

Projection Advertising work on producing outdoor advertising campaigns, public displays and PR. As an Artworker, my job was to create large format graphics, working presentation documents and retouching images.

Artworker/Regus

Regus provides modern, flexible workspace that frees businesses of all sizes, all over the world. Artworking on Regus corporate advertising and literature. Maintaining Regus Brand guidelines and working to tight deadlines with a fast turn-around.

Creative Artworker – Retoucher/ITV

ITV is the UK's largest advertising funded broadcaster. Working with the ITV account through advertising, banners, posters and large format work. My role was to retouch images for an ongoing campaign.

Artworker/VCCP

VCCP is an integrated communications agency with a well-earned reputation as one of the most innovative agency forces working in the UK. Working on the easyJet account through advertising and large format.

Creative Artworker/HMDG

HMDG is a full service advertising and communications agency based in London. Working from scamps with Art Director's direction, adapting artwork to various sizes and send files to print.

Creative Artworker/Mars Y&R

Mars Y&R, The shopper marketing agency. We pride ourselves in our ability to connect with shoppers and we do this through hardfocus in our channel planning and activation ability and the specialist output of our brilliant creative people.

Creative Artworker/Rufus Leonard

Rufus Leonard is a highly innovative brand and digital business. Offering a full service mix, experts in bringing brands to life and managing consumer interaction both on and offline.

Creative Artworker/ORM

ORM is an independent full-service digital agency that integrates creative, marketing, technology and UX to deliver compelling experiences that give a competitive edge that bring brands to life. Working on the ITV account through advertising, banners, posters and large format work.

Creative Artworker/The Brand Union

The Brand Union is a world-class, global brand agency with 35 years' experience, and is part of the WPP Group. Expertise from across the globe to build brands that thrive in the real world. My role was to retouch images for an ongoing brand campaign and artwork for print.

Creative Artworker/venturethree

venturethree is a global brand studio based in London and work worldwide. Clients include some of the world's most admired companies like hmv, sky, Star Plus, VALLAR and Waterstones. Everything from brand strategy and conceptual development, through to identity design, launch planning and cutthrough communication.