

Carl Conway

Art Direction
30 Winifred Road
Coulsdon
CR5 3JA
United Kingdom

View the full portfolio at <http://www.thecreativefinder.com/carljconway>

Professional Experience and Curriculum Vitae

I am an art director/graphic designer/illustrator with 30 years of experience in the industry. I have spent 21 of those years as a freelance graphic designer/illustrator for many B2B, corporate, financial, property and retail clients and over seven years spent as an art director with an advertising agency specialising in healthcare and pharmaceutical work.

In my career I have experienced many demanding clients with challenging deadlines and the need for working in creative and effective teams, producing creative concepts across a wide range of cross platform solutions and differing markets and effectively prioritising multiple project schedules to meet client commitments and deadlines. An increasing proportion of my work has been to produce creative strategies for integrated campaigns, manage routine design projects and comprehensive layout and design for client deliverables, as well as the preparation for print or electronic documents and maintaining design skills with a broad knowledge of current design/production techniques and industry standard software.

I also have experience in the presentation of concepts internally and externally to clients relating the creative work to their needs and have good interpersonal communication and teamwork skills, a good work ethic and the ability to thrive in a time-sensitive environment. I am also aware of keeping up to date with creative trends and influences that can be utilised to keep designs current especially in a fast moving digital environment, where I have produced work primarily for iPad/website/brand based projects.

Apart from my love of creating advertising concepts, branding, brochures and graphics I try to involve my illustration skills into my work whenever I can. I regularly produce many visuals and illustrations, ranging from storyboards for videos, step-by-step guide diagrams, patient lifestyle illustrations, creating graphical icons or medical illustrations and have also produced a range of natural history illustrations accessible at the link below.

A portfolio of digital, print and illustration work is available as a pdf, or can be found at <http://www.behance.net/carlconway>

Previous Clientele

Clients that I have worked with include: IPC Magazines, Stranger & Stranger, Conran Design Group, Bradley Dyer Group, SAA Design, The Rafferty Consultancy, Promotional Campaigns Group, Sainsburys, Bowater Industries, BAA plc, London Transport, Marriott Hotels, BMI Healthcare, Novo Nordisk, Novartis, Astellas, Astra Zeneca, Boehringer Ingelheim, Bristol-Myers Squibb Pharmaceuticals, Cephalon, Generics UK, Ipsen, Lilly, MSD, Pfizer, Servier, Wyeth, Stiefel, Abbott Laboratories, Organon, GSK, Roche Diagnostics.

Awards and Accolades

Carl Conway

art director • graphic designer • illustrator • artist

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Surrey CR5 3JA, United Kingdom

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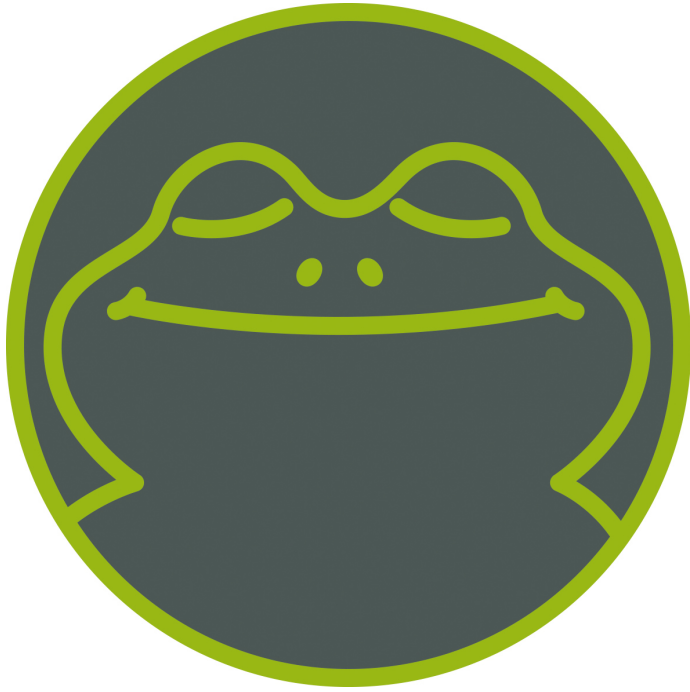


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Chestnut Park
Primary School

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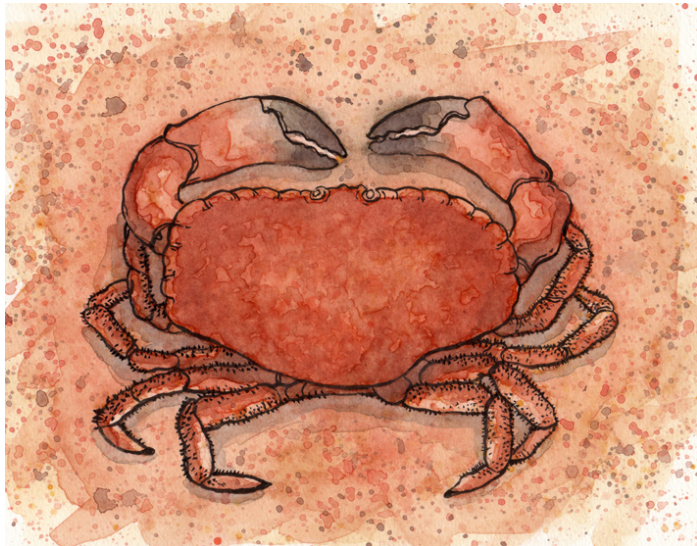
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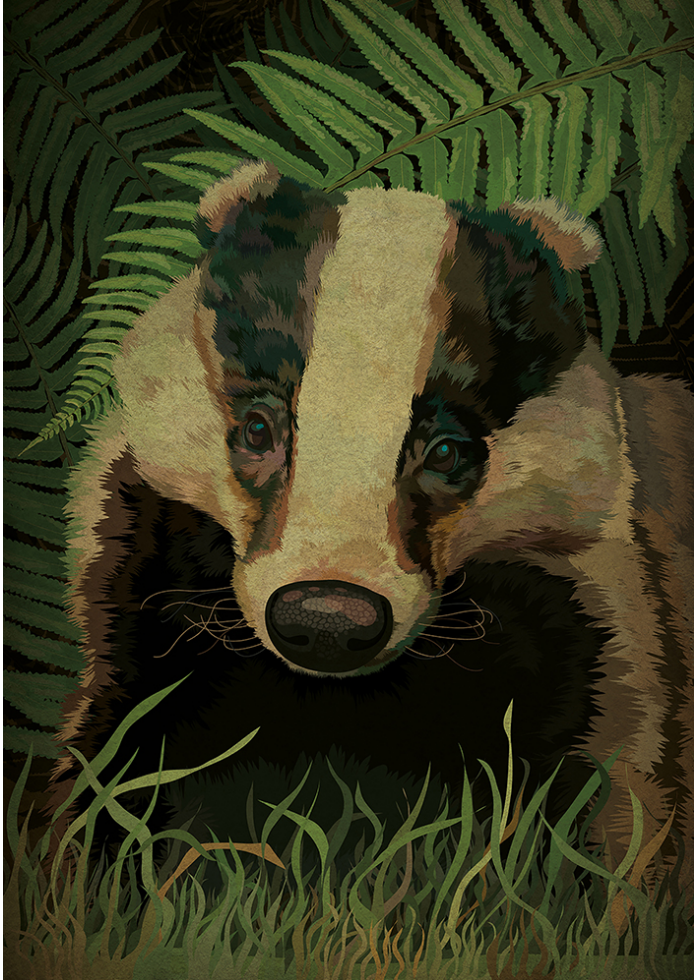


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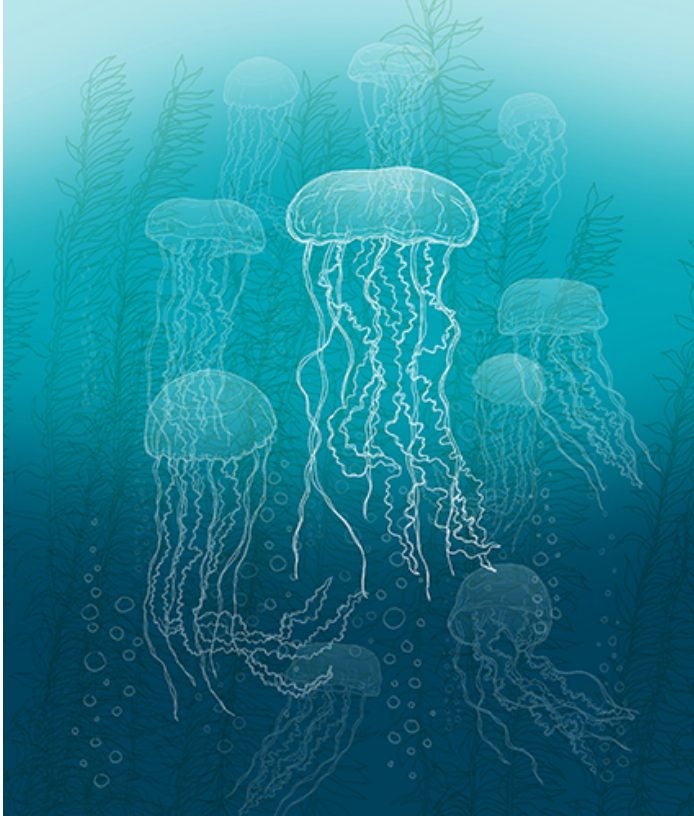


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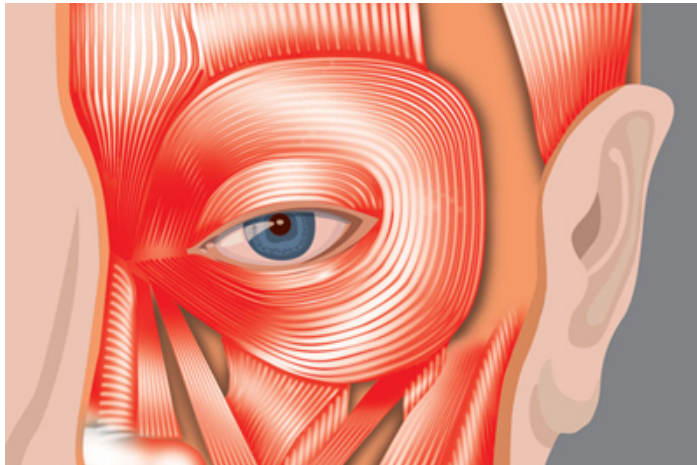
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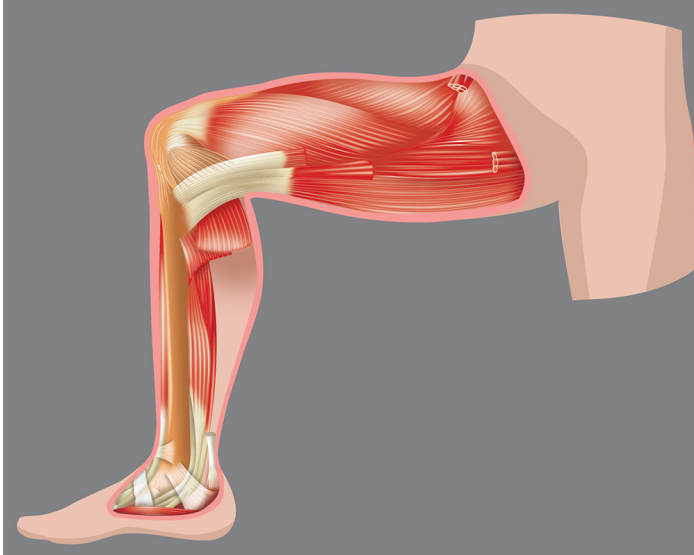
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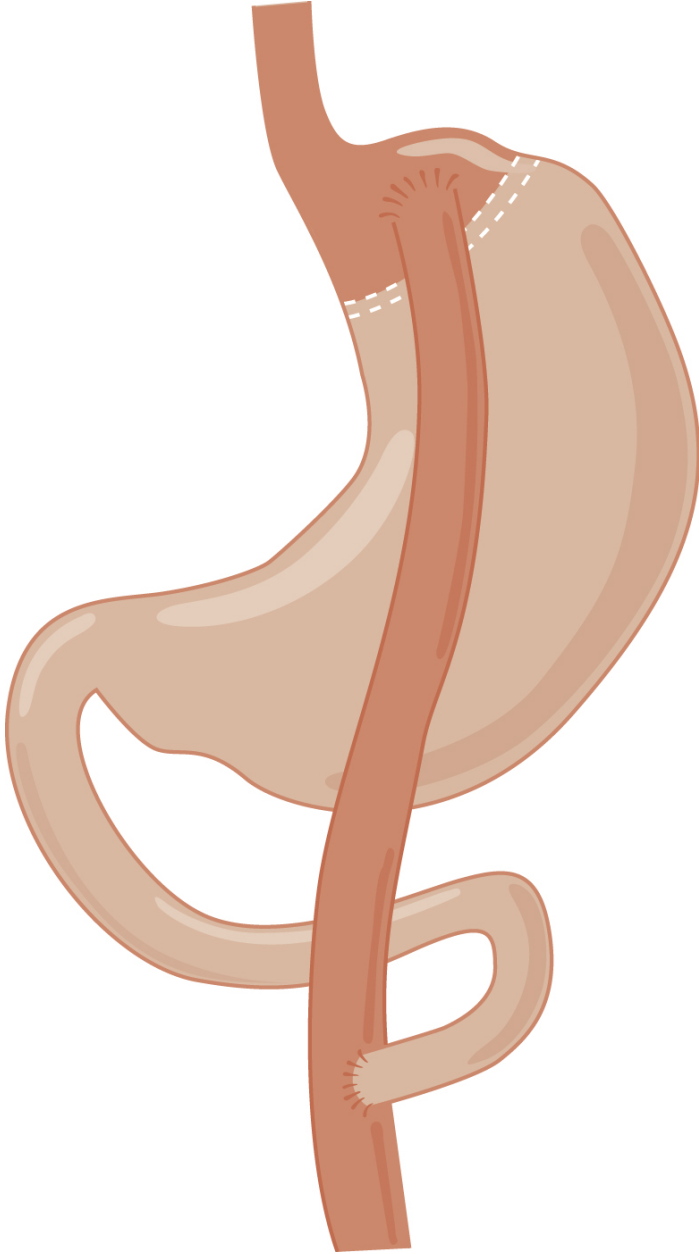
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