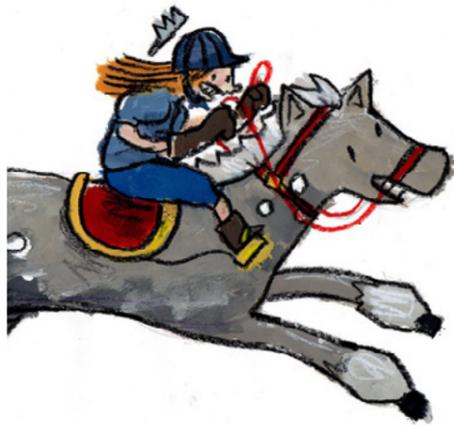


# LLOYD JONES ILLUSTRATION



## PROFILE

A creative, hard-working, business-oriented artist and award-winning illustrator currently based in London. I have a keen eye for shape and colour and an excellent knowledge of traditional and contemporary art and design ideals. My work has a certain simplistic and flexible yet vibrant and distinct style that makes it suitable for a wide range of purposes and audiences.

<http://www.lloydjonesillustration.com>

[mcclloyd@gmail.com](mailto:mcclloyd@gmail.com)

07909 00 55 68

## TECHNICAL SKILLS

### Illustration & Design

Adobe Photoshop, InDesign, Illustrator

### Video/Audio Editing

Audacity, Goldwave, Adobe Premiere

### General/Other

Microsoft Office: Word, Powerpoint, Excel

Internet essentials: email, social networking, etc.

Mac and PC-literate

Limited knowledge of HTML

## QUALIFICATIONS

- PGCE FE; University of Southampton 2014-2015
- MA Sequential Design & Illustration; Merit; University of Brighton 2011-2014
- Illustration BA with First-class honours; University of Portsmouth 2008-2011; prize-winner
- Access to Art Design & Media; Distinction; University of Portsmouth 2007-2008
- 3 A-Levels: Graphic Design (B), ICT (D) and Psychology (D); South Downs College 2004-2006
- 9 GCSEs, A - C, including English Language and Mathematics

## FREELANCE ILLUSTRATION & DESIGN

### 2010 - present

My primary creative outlet is born from a lifelong passion of mine. In my years at university and as a professional design practitioner I have become adept in working to tight deadlines to meet specific requirements. Major recent projects have included *The Princess and the Fog* - a bronze IndieFab award-winning children's book for mental health specialist publisher Jessica Kingsley Publishers, illustration and animation for a short film by Policy Exchange, personal and corporate branding, advertisements, and other client-based and self-directed projects.

## ARTIST

As an aside to client-based illustration work I have been working as a self-directed artist. Some of what I produce will go on to be sold, and some will simply be for personal development. Painting and drawing regularly is an enjoyable way to help me to stay creative, and to continue to experiment and learn new skills so I can always produce the best work possible. I also regularly take personal commissions through my website and its various attached blogs.

## EXHIBITION

My work has been shown and sold at a number of exhibitions including a book launch for the 2015 release of *The Princess and the Fog*, New Designers 2011 and Brighton MA 2014 and various shows in conjunction with Portsmouth Creative Movement.

I took an active approach in putting together many of these exhibitions and in doing this I have gained valuable first-hand experience of working with others to organise, manage and curate successful, professional art exhibitions, as well as promoting the shows through social media.

## WEBSITE DESIGN & MAINTENANCE

### 2005 - present

As a freelance Illustrator and self-directed artist, it is essential to keep an active online profile in order to keep up-to-date with local and global artistic communities. I designed and put together my own portfolio website, blog and online shop that I work hard to regularly maintain and keep current. As well as this, I am also an avid networker. I am a member of social media sites such as Twitter, Facebook and Tumblr that I use regularly to post new work and to keep in contact with peers and prospective new clients.



## COMICS

2005 - 2009

Regularly wrote and drew online comic strips. In the four years of doing this I managed to create almost 300 completed strips - teaching myself Photoshop and essential narrative skills in the process - and amass a reasonably-sized readerbase, for whom I built a small but loyal and active forums community. I also set up a small business model taking donations and commissions from readers - skills which have served me well in recent work.



## OTHER WORK

- **Sales Administrator for A.S Handover Ltd. 2015-2016** - Full time work involving taking orders online and over the phone, providing technical knowledge of sign-painting, fine art, gilding and decorating materials and processes. The job also involved social media management, general administration and contributing to the running of the business from the location of its head office and flagship shopfront.
- **Door-to-door charity fundraiser for various organisations; Home Fundraising 2015** - Part-time work as part of a team to deliver convincing and compassionate pitches and excellent customer service.
- **Trainee teacher of A-Level and BTEC Art & Design; Brockenhurst College 2014-2015** - Part-time work placement alongside teacher training course planning and delivering engaging lessons in a number of Arts-based subjects in a Further Education college setting.
- **Retail assistant, books department; WHSmith Portsmouth 2008-2014** - General retail and customer service in a high street setting.

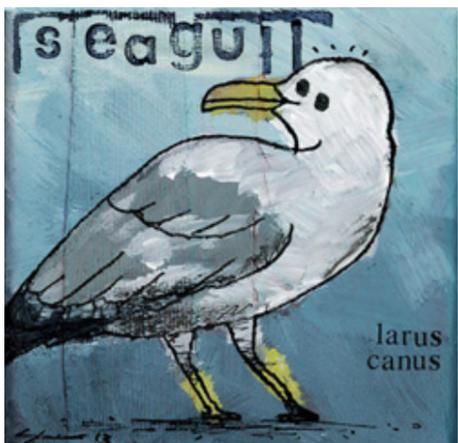


## PERSONAL SKILLS

- **Passionate** - Always happy to take on new work with gusto. I am hugely motivated and will do all I can to meet the needs of an employer or client with genuine enthusiasm.
- **Business-oriented** - I will always prioritise the needs of the client above all else, and make every effort to ensure that the brief is met to a degree that they deem satisfactory.
- **Verbal Communication** - My years of working in customer service, delivering presentations of my work in progress at university, working with clients on illustration work and in my recent work as a trainee teacher I have developed a strong set of interpersonal skills to match my naturally amiable personality. I will always work closely with a client, listening carefully to their demands in order to achieve the best result possible.
- **Project Management** - My success in university and as a freelancer are testament to my excellent organisational and time-keeping skills that allow me to effectively carry out multiple projects at once, following specific requirements and keeping to strict deadlines. I always work to the best of my abilities, whether working freely or under pressure.
- **Team Player** - Having had extensive experience in working as part of various professional and creative teams I have become effective in working with others as well as on my own.
- **Creative and Open-Minded** - I have worked hard, through experimentation and thorough research of traditional and contemporary design ideals, to develop my own unique visual style and working methodology that still allows for a great deal of flexibility.



I am creative, highly motivated, reliable and easy to work with, and will always do everything in my power to ensure that the needs of my clients are met to a satisfactory level.



## HOBBIES & INTERESTS

Naturally I have always had a particular fondness for art and design and have been drawing, painting and making things for longer than I can even remember. I am especially interested in impressionist and minimalist art, comics and childrens' book illustrations.

I am an avid fan of comedy. My quirky and often sardonic sense of humour shows through in many of my paintings. While I take my creative work very seriously, I also thoroughly enjoy what I do and will have fun with it. I personally find it's very easy to effectively mix business and pleasure when working in an industry you are genuinely passionate about.



I am always ready for a new and exciting adventure to expand my professional repertoire, to supplement and inspire my own creative endeavours. I relish new opportunities and the unique challenges they bring.