

curriculum vitae

sara
design.co.uk

Sara Gaygusuz

Graphic Designer, Artworker
& Illustrator

With every brief I receive, my aim is to produce a creative solution that is not only aesthetically beautiful but carefully considered. I have worked on an variety of creative projects large and small and have areas of expertise in print design, corporate identity, branding, retail, POS, packaging, illustration and digital, including website graphics and newsletters.

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03.10.1982

EDUCATION

University of Hertfordshire

BA Honours Graphic Design & Illustration

2:1

2002-2005

3 A Levels in Maths, French & Art at Grade A
11 GCSE's A* - B

University of Hertfordshire

Foundation in Art & Design

Merit

2001-2002

EMPLOYMENT

Monsoon Accessorize

London

Graphic Designer/Artworker

October 2006 to present

- Multitasking across all the brands: Monsoon Women, Fusion, Children, Home, Men, Lingerie & Accessorize.
- Being brand guardian. Creating brand guidelines & ensuring they are followed across all departments.
- Producing a wide range of artwork to very tight deadlines.
- Creating concepts & artworking designs for packaging, swing tickets, carrier bags & point of sale.
- Designing seasonal packaging for Accessorize, including Halloween & Christmas.
- Artworking Monsoon Lingerie Packaging for the Autumn Winter 09 Launch.
- Website design for www.monsoon.co.uk & accessorize.com including: banners, & billboards. Online promotions. Accessorize homepage redesign. Accessorize trend pages 'Accessorize Loves'. 'As Seen in the Press' pages, 'Behind the Scenes' postcards & online brochures with data capture.
- Redesign of web newsletters for both brands, constantly improving the design to ensure we are keeping up with the ever growing area of retail online.
- PR material, such as press invites, releases & lookbooks.

- Marketing collateral - gift vouchers, advertising, postcards & competitions.
- Updating gift vouchers to giftcards. Redesign of both in store and aggregators.
- 'Monsoon Accessorize sponsors Esthetica at London Fashion Week' material: advertising, signage, eco friendly bag, DPS for Ecologist magazine.
- GE Account card marketing collateral.
- International brand guidelines.
- Artworking Monsoon's current rebrand.
- Working with the Marketing team on the seasonal campaigns, producing guidelines & ensuring they are followed.
- Working with Visual Merchandising & the Windows team, providing seasonal campaign imagery & giving brand guidance.
- Monsoon and Accessorize's Trust material. Corporate Social Responsibility and Clothes For Life campaign.
- HR collateral & recruitment advertising.
- Internal projects – Producing artwork for internal events held by the Chairman, i.e. Christmas party invites, managers meeting invites.
- Presentations for the Marketing Director.
- Managing adhoc requests from all departments on a daily basis.
- Having understanding of the print processes. Preparing all artwork for print & liaising with printers & suppliers.

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EMPLOYMENT

Prontaprint

St Albans

Designer

January 2006 to October 2006

- Corporate identity design (logos & stationery).
- Brochure design.
- Wedding invitations.
- Restaurant menus.
- Poster design (local theatres, restaurants & social clubs).
- Managing projects from start to finish.
- Liaising with customers & developing good customer relationships.
- Having knowledge & understanding of the print process. Working with the in-house printer & also external printers.
- Good time management skills & confidence in selling Prontaprint's services

Sainsburys

St Albans

Pharmacy Assistant & Customer Services

2002-2005

- Advising customers on products & health issues

The Collective

St Albans

Freelance Graphic Designer

January 2006 to October 2007

- The Collective's rebrand, logo & stationery
- Betting company Spreadex magazine adverts
- University of Hertfordshire Fine Art Faculty Posters

Thirteen Eighty

St Albans

Freelance Graphic Designer

January 2006 to October 2006

- FDMX website design
- Abbey Art Investment website design
- Aquesta Christmas card design

MagicTouch Printers

St Albans

Sales Assistant

Summer 1999

- Printing designs on T-shirts, caps, mugs etc

WORK EXPERIENCE/FREELANCE

999design

London

Junior Graphic Designer

July 2005

- Working alongside the designers on a variety of different projects. Sharing, developing ideas & then presenting them to the team.

Jayne Tailor Hairdressing

October 2006

- Logo & stationery design

Oxfam

1997 (8 months)

- Dressing shop windows & in store displays

PACKAGES

Computer literate in both Mac and PC.

Adobe CS2, 3, 4 Photoshop, Illustrator & Indesign

Quark Xpress, Microsoft Office Word, Excel & Powerpoint

Basic knowledge of Flash MX & HTML/CSS