



Lorna McArdle

CV

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Profile

My career started over 20 years ago in a print shop making the brochures and marketing materials for businesses when the only way to advertise was with the power of the Royal Mail. I would make boards ready for print, going into the dark room, using the images and setting it up ready with cow gum or spray mount. I was then able to move onto working in an advertising agency working on higher profile clients such as Kenwood Car and Hi-Fi, BiC Razors, pens and even perfumes, Alcan Foils, ERCOL Furniture and MAN Trucks. Creating large format production, film adverts, magazine adverts, POS. Recently it's been BlackBerry, security companies, children's products, florist and product placement for TV as a freelancer as well as being adviser for QI:D Magazine. I have been using the magazine to promote myself as a writer and designer. My role as an international adviser involves understanding print to the highest level as too many people make the mistake of thinking web can translate to print and it can't as the hardest thing I found when making the transition between print to web is you no longer worry about widows, using leading to great effect, gutter areas, trimming on very large brochures, using white space for punch. The pitfalls between web and print is huge such as not understand hi-res images, CMYK, using spot colours for the best results, using blister packs for marketing, UV varnishing. Print has moved on a lot towards CMYK printing but there is so much more out there. I actually can't list everything that I have produced, as there is so many. Basically if it needs screen printing, printing or large format print I have done it. I run a charity called Reading Pride as Director/Trustee and Executive Chairman. This is a working group of over 20 people +ad hoc volunteers, at present the budget is £28k. I have got the festival from a £8k deficit to over £5k profit in 4 years, including the rising costs of within this time line. This is done solely with sponsorship, marketing, promotional materials, budgeting and the community liaison. The attendance has also grown from 2,500 in year 1 to 15,000 in year 7. This is just the beginning as we are about to embark in a £1M+ budget for a project we are undertaking. Imagine what I could do for your company. As you can tell I manage people very effectively because I have been trained in people management and I understand people. I very rarely have conflict with team members and when I do, I challenge it and deal with the issues that can occur.

Interest and Acheivements

Executive Chairman for Reading Pride 2005-2010

Pride of Reading Award for Cultural Contribution 2010

Playing the trumpet

Employment History

Primrose - June 2010 to present day.

I liase with the customer service team, the buying team, photography studio and owner to create marketing material and line illustrations for instruction leaflets for their products. To then create brochures, POS and packaging. This is a new working and I have been educating the company on print, as this company has mainly been just to promote on the web. They are moving onto the trade business, which is why they need my help in print. This company uses PC's due to the internet business structure.



Spinette Designs - November 2002 to June 2010(My graphic design and Account Director consultant business)

I was freelancing as a sole trader for over 8 years. I would take a brief and then project manage from beginning to end. This could be doing the whole thing or talking to contractors to do the more specialists areas. I would build this all into the budget given. With the economic down turn I am now looking for the right role to utilise my skills and go back into the workplace for stability.

- Design brief to artwork and print
- Marketing advice
- Advertising
- Websites builds (project management and self build)
- Powerpoint Presentations
- Interior design
- Bespoke merchandise (gold and silver)

Creating an environment that gives small businesses the chance of a design agency without the overheads.

Oculus Design and Communication Artworker - May 2000 to November 2002

- Documents,
- Brochures,
- Visuals,
- Campaign presentations,
- New pitch presentations,
- Conversions of work to PC and from PC to MAC
- Create websites with dreamweaver

The Opus Group Junior Artworker - July 1999 to May 2000

- Design brief to artwork,
- Flight check work,
- Page layout,
- Visuals,
- New pitch presentations,
- Trained on websites with dreamweaver

Press to Print Manager - May 1995 to July 1999

- Manage the Shops
- Administration
- Take the orders
- Sort holiday rotas
- Sales and Marketing
- Trouble shoot each job
- Customer advisor
- Work traffic manager

College training years - May 1992 to May 1995

This was the time I spent as being an administrator, using word, powerpoint, excel, while re-training myself on the MAC programmes such as Photoshop, illustrator, QuarkXpress this was all in it's infancy at the time.

Watts Lord Advertising Artworker - September 1989 to November 1991

This was in the time when the MAC came in and my roles were was doing all of this by hand on a drawing board.

- Design brief to artwork,
- Page layout,
- Documents,
- Brochures,
- Billboard posters.
- Visuals,
- Campaign presentations,
- New pitch presentations

Interpress Artworker - December 1988 to July 1989

- Artworking directories by hand

Honey Design Junior artworker - July 1986 to December 1988

This was my first full time job from leaving school. I was taken on as oddjobber and had on-the-job training as a layout artist. This was a small but busy design/print shop.

- Working in the dark room
- Learning artworking
- Page layout,



The programmes

- QuarkXpress, InDesign
- Photoshop CS5,
- Illustrator CS5, Freehand
- Dreamweaver MX, html, CSS, PHP, osCommerce phpBB
- Flash MX, SWF, animated GIFs
- Fireworks MX, PNG and file reduction
- Acrobat, Distiller and flight check
- Word, Page layout, document set-up, letterheads and documents with Excel information imported
- PowerPoint Presentations and slide shows
- Excel, Spreadsheets, accounts and databases exporting to word
- Email Set-up and using email to it's full potential Newsletters

I can switch between PC and the MAC.

The experiences

- 22 Years as an artworker Design brief to artwork, Flight check work, Page layout, Documents, Brochures, Signage, every type Visuals, Campaign presentations, New pitch presentations, Conversions of MAC to PC and from PC to MAC
- **Managerial** Run my own business Director and trustee of 2 charities Reading Pride, Executive Chairperson Getting attendance up from 6,000 to 14,000 in 4 years making a profit every year. I have been chair with only volunteers and no direct funding Managing Shops and people
- **Other roles** Media Planner Administration Project Management assistant

Other training

(including work from temp agencies)

- Work traffic manager, checking work in and out, making sure that all relevant information is available to do the work.
- Studio Manager, as traffic manager