



RIA EVANS

FREELANCE GRAPHIC DESIGNER, MAKER & TYPOPHILE

ABOUT ME

Based in Beaconsfield, Buckinghamshire, Full clean driving licence

I am a passionate Buckinghamshire-based visual storyteller with a passion for print & digital design, typography and illustration.

A practising designer with 15 years professional agency experience in advertising and product design in some of London's top agencies, I'm organised, flexible and able to meet deadlines in fast-paced environments.

CLIENTS

Set designer, dresser and props

Currently involved in an original production for Brightlight Theatre Company. Previous work includes set design, construction, dressing and props for a number of productions at The Carriageworks in Leeds.

Consultant designer - Centrica, British Gas, Lotus

February 2017 - Present (including Maternity Leave - 2018)

Lead designer - Publicis Sapient

September 2011 - January 2017 - London, New York & Hong Kong

Lead designer responsible for a small team of designers on a number of digital and print projects for FTSE 100 clients including:

- **Art direction & design - ICA:** Social installation in a physical space
- **Lead designer - PGA:** Interactive systems, signage, print media
- **Lead designer - BT:** Experience design, storyboarding and event design featured in BT Mobile advertising

Lead designer - Bloom Media

March 2010 - January 2011

- Worked with a Manchester based production company in the delivery of internal videos for Job Centre Plus.
- Set design and dresser for commercial photo shoot
- Billboard advertising, 3D advertising, signage, web design

Draughtsman - Jeffrey Clarke Associates (Architects)

Responsible for creating architectural plans and drawings under supervision of lead architect

EDUCATION

University of Wales, Trinity St David

BA (hons) inc. HND Graphic Design - 2:1, 1999 -2003

Gloucestershire University

BTEC Foundation Diploma in Art and Design, 1998 - 1999

I love the craft and attention to detail involved in researching and creating printed and digital graphic materials and ephemera from across genres and time periods.

SKILLS

Adobe CC - Photoshop, Illustrator & InDesign
Fresco, Keynote, Sketch, Microsoft Office Apps

- **Print design:**
Advertising, packaging, labels and shopping bags, brochures, magazines and newspapers, signage, stationery and invitations, menus, billboards, bus sides and transport.
- **Digital design:**
Advertising, website design for desktop, tablet & mobile, app design.
- **Branding**
- **Illustration and storyboarding**
- **Art direction**
Advertising including print and commercial photo shoots
- **Design research**
- **Silversmithing, woodwork, metalwork, sculpture and surface pattern design, draughting, sketching and illustration**

TOOLS

MacBook Pro - OS Catalina
iPad Pro
Canon 550D

TALK TO ME

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