



Olivia D'Cruz

Graphic Designer

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Design Skills

Brief interpretation
and image research.
Illustration

Designing to
professional print
specifications

Page layouts
Typographic
detailing.

Photography
Digital retouching
Copywriting

Technical Proficiencies

Office Skills:

Microsoft Word, Excel, Powerpoint, Publisher 365

Applications:

Adobe Creative Cloud Photoshop, Illustrator, InDesign, Acrobat

Platforms:

Wix, SquareSpace, CargoCollective

Work History

Selection of Freelance Work

Philosophy in Prison Website Design

October 2018 – Present

Structure, copyediting, illustration and user interface design of a five page website for a start-up charity, aiming to bring accessible philosophy courses to prison inmates.

Part-time Teacher of Art and Design

July 2018 – Present

Instilling core artistic skills and ideation for students aged 11-18. Building relationships, engendering trust, supporting the emotional, and social needs of young people.

Woodford Dental Care

Website design, Wayfinding design, Glazing graphics, Logo design and Signage

April 2018 – Present

This client wanted to update their brand and incorporate it into the interior design of their newly redeveloped dental practice. This included a feature wall, painted in their brand colours with the logo rendered in metal, the design of graphics for their shopfront windows, graphics to cover indoor glazing and a signage system to help guide patients around the building.

Junior Designer for Academic and Professional Division of Bloomsbury Publishing Plc.

Bloomsbury Publishing Plc., April 2016 – 2018

I designed approximately 300 academic book covers over the course of a financial year. This required image research, creating initial visuals, finalizing designs, securing image licenses and clearing relevant permissions a year to 15 months before a book is published. I then prepared full jacket designs 9 to 6 months before publication date. To keep on top of this workload, I commissioned a range of freelance designers. This included processing their invoices, providing art direction and passing on feedback in an appropriate manner.

In this role, I mentored 4 artworkers, all of which have since become junior or mid-weight designers. This involved helping them with file management and the print production process, assisting with their use of the Adobe Creative Suite and helping them build positive working relationships internally and with external partners. I've really enjoyed supporting others in the early stages of their career. I particularly enjoy working out ways to make concepts and processes accessible, and watching individuals' practice mature and grow.



Artworker for Academic and Professional Division of Bloomsbury Publishing Plc.

Bloomsbury Publishing Plc., July 2015 – April 2016

Preparing cover artwork for a new print-run (reprints), New In Paperback Print on Demand (NIPPOD) cover files, generating Print on Demand (POD) covers for backlist titles and researching images for front list titles.

Updating and standardising Bloomsbury and imprint branding according to guidelines, and adjusting trim page sizes for US and UK printing and artwork in line with printers' specifications. I replaced fonts, updated barcodes and spine widths, and have a keen eye for typographic detailing. I also recreated fully editable InDesign files from flattened PDFs.

Barnet Community Education Provider Network Administrator

Barnet CEPN, February 2015 – July 2015

Advertising health education events for GPs, Nurses, Care Workers and Pharmacists in Barnet. Managing bookings and collating attendance data and evaluative feedback.

English GCSE Tutor

Freelance Tutoring February 2013 – July 2015

As an English tutor I worked with students with varying levels of dyslexia. Whilst working one-to-one with a severely dyslexic student, I moderated my written language and spoke in a clear and accessible way, using vocabulary within his range. Another student required tutoring to reach an A grade. This involved building her vocabulary and expanding her grasp of grammar.

English Teacher, Teach First Candidate

Perry Beeches Academy, September – December 2012

I underwent intensive teacher training as a participant of the highly competitive Teach First programme. I taught a 20-hour a week teaching timetable at Perry Beeches School in Birmingham in 2012. During this period, I taught and assessed the progress of approximately 125 students, 15 of whom were preparing for their English Literature GCSE. This required me to write schemes of work, which involved detailed lesson planning, writing tests and marking and moderating student work. Developing projects and assessment tasks was a core part of my day-to-day routine as a teacher. I set tests, monitored controlled assessments and moderated work within my department.

Education

Postgraduate Diploma Design for Visual Communication, Merit

London College of Communication, January – December 2014

Learning, questioning and testing design theory and working principles. Researching, writing and editing unique, user-centered content, under tight time constraints. Applying craftsmanship skills appropriately to projects.

Managed 4 teams of students producing and designing our end of year show. I oversaw the catering, stepped in if students were unable to deliver to deadlines, and managed group dynamics in a tight turnaround.

Philosophy BA, First Class honours

University of Warwick, October 2009 – June 2012

Creative, reasoned thinking skills. Cost-benefit analysis of different approaches. Expressing complex concepts clearly and articulately. Illustrator for Comment and lifestyle section of award-winning student publication, *The Boar*.

Schooling, North London Collegiate School

September 1994 – July 2008

AAB at A-Level, in English, Philosophy and Biology respectively. Top 10 in the country for AS Level Art. 6 A*s and 2As at GCSE, including Art, Maths and French. President of Philosophy Society.