

# Produkt™

## CV

**SARA THOMPSON (AKA: SASS)**

BA (HONS) GRAPHIC DESIGN

06.12.73

## SENIOR GRAPHIC DESIGNER

9 WILLIAMSON COURT

163A PECKHAM RYE

PECKHAM

LONDON SE15 3GY

+44 (0)7970 975 993

[WWW.PRODUKT.CO.UK](http://WWW.PRODUKT.CO.UK)

[SASS@PRODUKT.CO.UK](mailto:SASS@PRODUKT.CO.UK)

## **SKILLS**

**ILLUSTRATOR, PHOTOSHOP, INDESIGN, QUARK, ACROBAT, MAC (PREF) AND PC. VARIOUS LEVELS OF EXPERIENCE WITH OTHER PACKAGES, PLEASE ASK.**

I AM A FREELANCE CONCEPTUAL DESIGNER WITH 12+ YEARS EXPERIENCE IN BRANDING, DESIGN AND TYPOGRAPHY. IN THAT TIME I HAVE PRODUCED DESIGN FOR PRINT (INCLUDING LOGO AND INFORMATION DESIGN, BRAND GUIDELINES, POSTERS, FLYERS, BROCHURES, POS, DM, ADVERTISING AND MARKETING CAMPAIGNS; GUERILLA AND TRADITIONAL AND ON...) CD-ROM, WEB (WORKING WITH CODERS TO PRODUCE FLASH, HTML, DHTML AND DATABASE DRIVEN SITES AND ON... THOUGH I AM ESSENTIALLY A PRINT DESIGNER THESE DAYS), EXHIBITION, RETAIL AND DIGITAL TV. I TAKE PRIDE IN GOOD WORKING RELATIONSHIPS – FROM CLIENTS TO MY PEERS TO PRINT SUPPLIERS, FEELING AT HOME IN ALL AREAS OF THE DESIGN PROCESS FROM CONCEPT THROUGH TO ARTWORKING.

I HAVE WORKED INDEPENDENTLY AND AS PART OF BOTH SMALL AND LARGE TEAMS AND COMPANIES. HAVE MANAGED LARGE AND SMALL SCALE PROJECTS FROM RESEARCH THROUGH TO DELIVERY, INCLUDING LIAISON WITH SUPPLIERS AND CLIENTS AND HAVE TRAVELED, (ABROAD), TO OVERSEE THE IMPLEMENTATION OF PROJECTS. IN 1999/2000 I TAUGHT ON BATH SPA UNIVERSITY'S DEGREE COURSE AND ALSO ACTED AS A VISITING LECTURER ON THEIR MA IN DIGITAL DESIGN. DESIGN FOR MUSIC IS A PASSION AND MY SPECIALISM BUT OVER THE YEARS I HAVE WORKED FOR MOST TYPES OF CLIENTS. I RECKON THAT MAKES ME A PRETTY WELL ROUNDED DESIGNER AND TOTALLY UNPHASEABLE.

**I AM HARDWORKING, PASSIONATE, ORIGINAL, RESOURCEFUL, ADAPTABLE AND FRIENDLY, (NOT GOOD AT SPELLING) BUT MOST IMPORTANTLY, I LOVE WHAT I DO!**

## **PAST CLIENTS INCLUDE**

DELL, RIPPED (CLUB NIGHT), NPOWER, DONTSTAYIN (CLUBBING WEBSITE), THE DJ BOOK, WO0.CO.UK (PHOTOGRAPHER), LEARNING SKILLS COUNCIL, HEATHROW TERMINAL 4, PRUDENTIAL, GALA, BUTLINS, MOTOROLA, SKY, SUPERFLIPOUT, ASTATIC, (RECORD LABELS), CANDEREL, NEWS INTERNATIONAL, CHEVROLET, NISSAN, HARRODS, ANHEUSER-BUSCH (SEAWORLD), GOLDMAN SACHS, BACARDI, GROLSCH, THE LOADED DOG (LIVE MUSIC VENUE), ILLICIT AUDIO (CLUB NIGHT), IDEAL HOMESHOW, UMIRA (CHINESE BEAUTY COMPANY), BARCLAYS, REUTERS, MERCEDES, CABLE&WIRELESS, RENAISSANCE, HABITAT, LEVI'S, AZULI RECORDS, B&Q, GENERAL ELECTRIC, MTV, NHS, MFI, ARGOS, CANON, CAPITA, MARKS & SPENCER, NORWICH UNION, SESAME, CARLING, SHREK 2, LIPTON ICE TEA, REEBOK, NINTENDO, CREAM, VIATEL (B2B COMMS), ORANGE, THE PLASTIC ART CO. (PRINT FINISHERS), MOGUL (INDIE BAND), SONY, PAMUKBANK (TURKISH BANK), EGI PATHWAY (B2B PROPERTY AGENT), GOLDEN CHANNELS (DIGITAL TV), WORKTHING (GUARDIAN), THOMAS COOK, HOWIES (CLOTHING CO.), MEDICAL RESEARCH COUNCIL, FREEDOM OF SOUND & SHIFT (RECORD LABELS), MBC (TV PRODUCTION COMPANY), TIME OUT MAGAZINE, PENGUIN BOOKS, SLUSH PUPPY & MANY MORE...

## **PROFESSIONAL LIKES**

WELL CRAFTED DESIGN, CONSIDERED TYPOGRAPHY, CONCEPTUAL SOLUTIONS, LOGO DESIGN & BRANDING, PRINT, OFF THE WALL RESOURCEFULNESS & GUERILLA MARKETING, DRAWING FROM LIFE, WORKING WITH COLOUR/B&W, VECTOR ILLUSTRATION AND PHOTOGRAPHY, STILL BEING A STUDENT OF NEGATIVE SPACE, ORIGINALITY, SIMPLE SOLUTIONS TO COMPLEX PROBLEMS, SHINING WITH KINDRED SPIRITS, SHINING ALONE, THOUGHT PROVOCATION, ALWAYS LEARNING, ALWAYS LOOKING.

## **PERSONAL LIKES**

DESIGNING, ADRENALINE, LAUGHTER, READING, UNDERSTANDING, POINTLESS FUN, NEW MATES, SOUL MATES, HONESTY, LEADBELLY, PASSION PIT, OLD SOULS, BIG HEARTS, SPIKE MILLIGAN, MORALITY, GEORGE ORWELL, JEFF BUCKLEY, JUSTICE, JOSEF MÜLLER-BROCKMANN, BIG ACTIVE, BREATHTAKING MOMENTS, LASTING FEELINGS.

## WORK HISTORY

**ALWAYS:** LOOKING FOR INTERESTING PROJECTS/COLLABORATIONS.

**OCTOBER 03-PRESENT:** PROFESSIONAL FREELANCER, WORKING UNDER THE NAME PRODUKT DESIGN LTD. CLIENTS HAVE INCLUDED: ENFATICO, RIPPED, DONTSTAYIN, AKA, REDHOUSELANE, THE PLASTIC ART CO, DJ BOOK, KIDS CONNECTIONS, HARRODS, SKY, PROXIMITY, ASTATIC, MTV, THE KITCHEN, CREAM, TEQUILA, CAKE.

**AUGUST 02-OCTOBER 03:** CREAM. TOOK OVER FROM FARROW DESIGN AND SENSE WORLDWIDE (WHO CREATED ARTWORK FROM FARROW'S TEMPLATES), TO BECOME CREAM'S SOLE IN-HOUSE DESIGNER, A GREAT HONOUR AND RESPONSIBILITY. I CREATED ALL OF CREAM'S DESIGN AND ARTWORKING FOR THE UK AND AROUND THE WORLD, INCLUDING CREAMFIELDS AND CREAM IBIZA.

**DECEMBER 01-AUGUST 02:** FREELANCE FOR VARIOUS COMPANIES INCLUDING ROOT DESIGN AND CAPTIVE COMMUNICATION.

**JULY 00-DECEMBER 01:** FITCH WORLDWIDE. FULL TIME, DIGITAL TEAM. GAINED A GREAT DEAL OF BRANDING EXPERIENCE WHILE WORKING HERE.

**DECEMBER 99-JULY 00:** FITCH WORLDWIDE. FREELANCE CONTRACT, DIGITAL TEAM.

**MARCH-DECEMBER 99:** TMP WORLDWIDE, ADVERTISING RECRUITMENT. FREELANCE CONTRACT MEDIA DEPARTMENT. TRADE, NATIONAL, REGIONAL AND INTERNATIONAL PRESS.

**OCTOBER 98-MARCH 99:** INFORM RESEARCH DESIGN DEVELOPMENT, (NOW ICON MEDIA LAB). WEB DESIGNER.

**MARCH 97-OCTOBER 98:** MENTORN BARRACLOUGH CAREY TELEVISION PRODUCTION. FROM JUNIOR TO RUNNING THE DEPARTMENT IN 9 MONTHS.

**DECEMBER 96-MARCH 97:** PENGUIN BOOKS. FREELANCE CONTRACT, PRODUCTION DESIGN DEPARTMENT.

**OCTOBER-DECEMBER 96:** RSA AWARD PRIZE: FUTURE PUBLISHING, FUTURENET: HTML TRAINING. ADDISON WESLEY LONGMAN: WEB DESIGN/PROGRAMMING AND PRINT DESIGN. PENGUIN BOOKS: WEB DESIGN/PROGRAMMING.

**JULY-SEPTEMBER 96:** FITCH DESIGN CONSULTANTS. FREELANCE CONTRACT, DIGITAL TEAM, (ALSO GRAPHICS, ARCHITECTURAL AND MARKET RESEARCH TEAMS).

**JUNE-AUGUST 95:** DAILY MAIL. PICTURE RESEARCHER.

**94-97:** MEDICAL RESEARCH COUNCIL. ANIMATIONS (USING DIRECTOR) FOR RESEARCH INTO AUTISM.

**94-96:** OPEN WORLD (CD-ROM, INTERNET). SCANNING AND IMAGE CONVERSION.

## SPECIAL ACHIEVEMENTS

**2008-9:** DESIGNED DELL'S PARTNER DIRECT BRAND GUIDELINES, (LOGO DESIGN BY MIKE LEE) AT ENFATICO. NAMED AND DESIGNED LOGO FOR DELL'S NEW ONLINE SOFTWARE COMPANY: DIGIDELL AT ENFATICO, (PROJECT LATER TAKEN OVER BY US OFFICE).

**2007:** DESIGNED ABBEY'S BTL BRAND GUIDELINES (IN COLLABORATION WITH AN ART DIRECTOR AT TEQUILLA).

**2006:** DESIGNED LOGO FOR ATLANTA HOUSE MUSIC LABEL ASTATIC.

**2005:** WORKING WITH MTV TO REDESIGN TV SHOW TRL'S LOGO.

**2004:** MY NEW COMPANY PRODUKT LAUNCHES ALONG WITH MY WEBSITE; PRODUKT.CO.UK

**2002-3:** JOINED CREAM TAKING OVER FROM MARK FARROW. ART DIRECTION, DESIGN AND ARTWORKING FOR CREAMFIELDS AND IBIZA CAMPAIGNS.

**2001:** WORKED AS PART OF SONY DIGITAL TV INTERFACE DESIGN TEAM.

**1999-2000:** ART DIRECTOR OF NET RADIO STATION; DNR, (DANCE NET RADIO), SECOND YEAR DEGREE LEVEL TUTOR AT BATH SPA UNIVERSITY COLLEGE. HIGH GRADES FOR MY SECOND YEAR STUDENTS. GUEST LECTURER ON THE MA IN DIGITAL DESIGN COURSE AT BATH.

**1998:** DESIGNER; HOWIES CLOTHING. OFFERED JOB AS TYPOGRAPHIC DESIGNER ON EDGY FASHION MAGAZINE; NEW GENERATION.

**1997:** MBC (MENTORN BARRACLOUGH CAREY) AND MENTORN DESIGN; LOGOS AND IDENTITIES.

**1996:** RSA (ROYAL SOCIETY FOR THE ENCOURAGEMENT OF ARTS, MANUFACTURES AND COMMERCE): FIRST PRIZE FOR CD-ROM DESIGN. EXHIBITION DESIGN FOR BATH'S 1996 GRAPHIC DESIGN DEGREE SHOW.

## QUALIFICATIONS

**BATH SPA UNIVERSITY COLLEGE** SEPTEMBER 93-JUNE 96:  
GRAPHIC DESIGN BA (HONS): 2:1

**RAVENSBORNE COLLEGE OF DESIGN AND COMMUNICATION** SEPTEMBER 92-JUNE 93:  
GRAPHIC DESIGN FOUNDATION: DISTINCTION

**HABERDASHERS ASKE'S HATCHAM GIRLS SCHOOL** SEPTEMBER 90-JUNE 92:  
A-LEVELS IN: ART AND DESIGN WITH ART HISTORY: B, ENGLISH LITERATURE: C

**HABERDASHERS ASKE'S HATCHAM GIRLS SCHOOL** SEPTEMBER 85-JUNE 90:  
13 GCSES GRADE A TO C.

## REFEREES

### JAMES BARTON

CREAM GROUP, NATION, WOLSTENHOLME SQUARE, 1-3 PARR ST, LIVERPOOL L1 4JJ. +44 (0)151 707 1309

### DAVID BEAUGEARD

BATH SPA UNIVERSITY COLLEGE, SION HILL PLACE, LANSDOWN, BATH BA1 5SF. +44 (0)1225 875 416

### STUART WOOD

FITCH WORLDWIDE, 121-141 WESTBOURNE TERRACE, LONDON W2 6JR. +44 (0)20 7479 0842

**SEE [WWW.PRODUKT.CO.UK](http://WWW.PRODUKT.CO.UK) FOR EXAMPLES OF MY WORK AND RECOMMENDATIONS FROM HAPPY CUSTOMERS. FEEL FREE TO GIVE ME A CALL IF YOU NEED MORE INFO.**

**THANK YOU FOR YOUR TIME.**

**SASS | PRODUKT | 27.03.09**