

## Expertise






Creative and Digital Artworking  
Packaging  
Point of Sale  
Retouching  
Typography  
Layout

## Skills

InDesign  
Photoshop  
Illustrator  
Quark XPress  
Acrobat + Distiller  
Cinema 4D

## PROFILE

Working in an industry that requires careful attention to detail, I have come to a greater understanding of the level of teamwork that is required to follow through on the completion of projects. Being a strategic thinker has also given me the ability to be a rational and dependable individual in a high pressure environment. I have an advanced knowledge of the technical processes that come with being in a deadline driven work place and thrive on being challenged on a daily basis. As an open-minded individual with a flair for creative art and design I am always eager to listen to new ideas and perspectives that can change or innovate existing directions.

-  Artworking FMCG packaging and point of sale material including brochures, billboards, leaflets and posters.
-  Retouching, typography, design and illustration on a number of direct marketing pieces, including those for Lindt, SAB Breweries, British American Tobacco, McDonald's and Woolworths.
-  Artworking primarily in FMCG packaging and POS projects. Communicating with creative services, art directors and account handlers in order to produce designs and artwork to the best possible standard.
-  Communicating with printers, technical knowledge on print processes: Flexography, Lithography, Gravure and Digital.
-  Clients include: British American Tobacco, Woolworths, SAB Breweries, McDonald's, Pick 'n Pay, Parmalat, National Brands, Tiger Brands and Lindt.

## EDUCATIONAL QUALIFICATIONS

Tafelberg High School Grades 7-10  
Austin Ellis Graphic Design School (1997 - 1999)  
Diploma in Graphic Design & Desktop Publishing  
Trained on Apple MAC: Freehand 8, Adobe Photoshop 5,  
Quarkxpress 3.31, Coral Draw 9, Web design.



# ALISTAIR GAYLARD

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Berge Farrell Design • Claremont • Cape Town  
Senior Creative Artworker 01/06/2013 - 13/05/2016

Working with designers and production to achieve the final delivery of artwork. FMCG packaging brands, POS and various other forms of print media. An in-depth knowledge of print production techniques and processes ie. Digital, Flexo, Litho, Gravure. Communicate and advise on solutions for design studio to achieve their concepts. Detailed photographic retouching and high end scaling of large format digital print requirements. Controlling all back-up filing, detailing all previous print runs and backing up of artwork for future reproduction. Adobe Creative Suite CS6 Illustrator, Photoshop and InDesign, basic Cinema 4D rendering.  
[www.bergefarrrell.com](http://www.bergefarrrell.com)

Fountainhead Boutique Design Studio • Green Point • Cape Town  
Creative Artworker 01/02/2011 - 01/03/2013

Production and completion of projects to the highest standard. Tasks include colour retouching and high end repro for production of FMCG packaging and POS. Various high end clients ensuring that the greatest attention to detail is maintained at all times. Visiting printers for colour proofing and onpress colour signoff. Adobe Suite CS5.5 Illustrator, Photoshop and InDesign.  
[www.fountainhead.co.za](http://www.fountainhead.co.za)

Calibre Brand Solutions • CBD • Cape Town  
Graphic Design / Creative Artworker 01/07/2007 - 01/10/2010

Operating as a graphic designer and creative artworker for a design & production studio. Production is primarily in FMCG packaging and POS with Woolworths Foods & Decor being the primary client. Role as artworker to follow strict rules and guidelines, maintaining and implementing the look and profile of the brand. Adobe Creative Suite CS5 Illustrator, InDesign, Photoshop.  
[www.calibrebrandsolutions.co.za](http://www.calibrebrandsolutions.co.za)

Magra Transparent Packaging cc • Salt River • Cape Town  
DTP Operator / Production 01/08/2004 - 30/06/2007

Managing the creative department for Magra transparent packaging and printing. Controlling the flow of artwork from a digital stage through to final print product. These tasks include final preparation and repro of artwork before any printing, prepping artwork for spreads, trappings, bleeds, backings etc. Creating mock-ups and final printed samples for flexography or silk-screen printing. Overseeing print for registration, colour and materials, imaging of positives for silk-screening via outsourced image-setter or in-house digital Epson large format printer. Outsourcing negative imaging for flexography printing. Adobe Illustrator, InDesign, Photoshop CS2 & Freehand 8.  
[www.magrapackaging.co.za](http://www.magrapackaging.co.za)

Kall Kwik • Kentish Town • London  
Graphic Designer / Production 01/10/2002 - 01/06/2004

Managed art department for a very busy design print franchise. Controlling the graphic design and printing output. Production of all digital output via Xerox colour digital Splash server & B/W digital DAC network. Preparation of all artwork for in-house and out-house printing. Managing all existing and new clients, backing-up artwork for filing and reproduction of printing. Quarkxpress 4, Adobe Photoshop 6 and Illustrator 9.

CopyWrite • Meadowridge • Cape Town  
Graphic Designer 01/07/2001 - 31/05/2002

Managed a small DTP department on PC. Outsourcing printers and preparing artwork for repro and printing. Organising pick-ups and delivery of all printing. Managing all printing of digital output through a fiery network to a Minolta B/W and colour digital printer. Corel Draw, Photoshop 5, Word 98, Excel and Power Point.

Nashua Print Shop • Rondebosh • Cape Town  
Graphic Design / DTP 01/10/1999 - 28/02/2001

Managed a small DTP department on PC. Dealing first hand with customers & clients and all their DTP requirements. Outsourcing printers and preparing artwork for repro and printing. Organising pick-ups and delivery of all printing. Corel Draw 8, Photoshop 5, Word 98, Excel and Power Point.

References available upon request.

