



I am Gail Robertson, Director at Gailforce Creative and an integrated freelance designer with 20 years' experience in the design & media industry.

I specialise in creative artwork & visualising but have a very extensive & diverse portfolio featuring graphic design, project management, digital/ social media, retouching and a little illustration.

I use Creative Cloud Adobe Photoshop, Illustrator & InDesign in all work plus Adobe Dimension & basic Google Sketch Up & Cinema 4D for 3D visualising when needed.

In this CV I have compiled all the companies I have worked for in the past 20 years, permanently, part time, maternity cover or just on a freelance contract to contract basis.

## CREATORS & MAKERS

### Creative Artwork & Brand Design

5 years - 2017 to present

Creating & amending artwork for FSDU, CDUs, trays, point of sale, ads for print, influencer mail-outs, promotional packaging & web banners for online promotions.

Concept designs for brands including presentations, logo designs, asset designs & packaging.

Design & large scale artwork for in-store pop-up displays & promotions, including project management.

**BRANDS** MGA - L.O.L Surprise, Rainbow High, Little Tikes, LBB, Thomas The Tank Engine, Hamleys, Harrods, Zapf Creations, ECover, Method, Go Ahead

## FERO

### Creative Artwork, 3D & Brand Design

1 year - 2019 to present

3D visualising for in store promotional free standing display units.

Artwork for counter display units.

Designing POS display catalogues for an entire brand in store reference, including visuals & artwork.

Creating & amending business tenders.

**BRANDS** Whitbread, Brewdog, Carpetright, Boots, Superdrug, Reckitt Benckiser, Skinny Tan, Rubik's, Dunnhumby, Screwfix, Lidl, PZ Cussons, Samworth Brothers

## TRIBE

### Creative Artwork, Event & Logo Design, 3D Visualising

1 month - FEBRUARY 2019

3 months - APRIL to SEPTEMBER 2022

Creating logo, signage & artwork for brand festival event.

Visualising promotions displays & events.

Designing Apps for event promotion.

Creating artwork for brands & displays.

Designing promotional leaflets & hand outs.

**BRANDS** Vital Proteins, Nestlé, Burberry, Barbour, Nescafé, Capital Radio, Shiseido

## TCS EUROPE

### 3D Visualising

4 months - 2013 to 2017

5 months - SEPTEMBER 2022 to FEBRUARY 2023

Create 3D visuals using Photoshop & Adobe Dimensions for promotional gifts & cover mount merchandise for a range of children's TV shows, brands & movies.

**BRANDS** Egmont, CBBC, Disney, Encanto, Toy Story, Frozen 2, Minion Movie, Despicable Me 2, Skylanders, Mr Topper, Just 17, Alphabets, Panini, Gurgle, Tetley

## 30 CENTURY MANAGEMENT

### Creative Artwork & 3D Logo Design

2 months - MAY & AUGUST 2022

Design of 3D logo for Band LostAlone album artwork.

Artwork for album LP cover including inner lyric sleeve.

Artwork for CD label, case & 12pp lyric booklet.

**BRANDS** LostAlone, Dhama Records

## THE VISUAL SAFARI

### Creative Artwork

2 weeks - SEPTEMBER 2022

Creative artwork for various print POS and online banners for Chepstow racecourse events.

**BRANDS** Chepstow Racing & Events, Unibet

## BARROWS GLOBAL

### Creative Artwork

3 days - AUGUST 2022

Creative artwork for large format print POS for Budweiser FIFA World Cup.

**BRANDS** Budweiser, FIFA



## BECAUSE

### Creative Artwork

2 weeks - AUGUST to SEPTEMBER 2022

Creative artwork for digital banners in several languages across a range of toy brands under Hasbro.

**BRANDS** Hasbro, Peppa Pig, Star Wars, Spiderman, Monopoly, Nerf, Transformers, My Little Pony

## MATRIX

### Packaging Artwork

2 weeks - FEBRUARY 2020

Creating packaging artwork for EDT fragrances including bottles & packaging for male, female & children.

**BRANDS** Primark, British Airways

## BLUEPRINT

### Creative Artwork, Web, Retouching & Design

6 months - 2019 to 2020

Artworking posters, POS, flyers, leaflets & brochures for high end car brands.

Creating promotional & event invitation HTML emails using Dreamweaver.

Designing campaigns & web banners for various global brands.

**BRANDS** Porsche, Mercedes Benz, McLaren, Samsung, PC World

## IMPACT FOUR

### 3D Visualising

1 month - JULY 2019

Visualising creative & complex retail FSDU 3D models for cosmetics using Cinema 4D.

Designing & amending flat artwork graphics for the units.

**BRANDS** Rimmel

## ELLIPSIS

### Creative Artwork & Project Management

2 weeks - JANUARY 2019

Updating presentations with event stand visuals.

Project managing several exhibition stand areas at once, gathering resources & measurements for large scale event artwork.

Artworking large scale graphics for event stands.

**BRANDS** Apple, Logitech, Hewlett Packard, Computacentre, Pladis, Veritas, Symantec

## MESH MARKETING

### Creative Artwork, Design & Visualising

6 months - 2017 to 2019

Updating presentations & pitches.

Creating POS, posters & standees for brands.

Visualising POS, units, standees & events for brands.

Retouching key visual artwork.

Creating high end artwork for various brands.

**BRANDS** Coca-Cola, Bacardi, Wall's, Ben & Jerry's, Aquarius, Honest, Fuse, Ginsters, Schweppes, Nescafé

## 20TEN

### Creative Artwork, Retouching, Visualising & Web

2 months - AUGUST 2018

Updating presentations & pitches.

Creating POS, posters & animated web banners for video game promotions.

Retouching key visual artwork.

Creating artwork for the POS video game promotions.

**BRANDS** PS4, Sony, FIFA.

## EYE-D

### Packaging Artwork & Retouching

1 month - JULY 2018

Updating presentations & pitches.

Creating POS, posters & standees video game promotions.

Retouching key visual artwork.

Creating artwork for video game promotions & game packaging for various retailers & platforms.

**BRANDS** PS4, Sony, X-Box, Lego

## SMP MARKETING

### Creative Artwork

5 months - 2017 to 2019

Creating & amending artwork for retail & product packaging.

Retouching key visual artwork.

Developing brand design.

**BRANDS** Fitbit, Andrex, Sony, SanDisk, Western Digital, Vita Health Group

# FREELANCE CV

gailforcecreative.com

07764937651



gailforce creative  
freelance creative services

## CREO MARKETING

Creative Artwork & Visualising

3 years - 2013 to 2017

Amending artwork.

Creating artwork for retail & product packaging.

Retouching key visual artwork.

Developing brand design.

**BRANDS** Superdrug, Boots, Morrisons, Asda, Revlon, Universal, Ronseal, J&J, Henkel, Coca-Cola, Reckitt Benckiser, Durex, Nurofen, Scholl, Veet, Air Wick

## BHS

Creative Artwork, Visualising & Design

7 months - 2014 to 2015

Designing & creating style guides for Clothing & Home.

Setting up InDesign templates for style guides.

Artworking in-store point of sale for Clothing & Cafe.

**BRANDS** Christmas 2014 & all clothing collections for Spring & Summer

## JOHN LEWIS

Creative Artwork, Visualising & Design

7 months - 2014 to 2015

Designing visual merchandising window & interior seasonal and promotional designs in SketchUp & Photoshop.

Artworking fixtures & decal designs.

Compiling design standards tool kits for in-store in InDesign.

**BRANDS** Alice Temperley, 150yrs & all seasonal John Lewis lines

The following are shorter contracts from over 5 years ago:

## MERCIECA LTD Creative Artwork

3 weeks - 2016 to 2017

**BRANDS** Sellotape, Coca-cola

## HOGARTH Artwork

2 weeks - 2016

**BRANDS** Qatar Airlines, Bacardi

## SAPIENT NITRO Artwork, Web & Visualising

2 weeks - 2015

**BRANDS** SKY, Vodaphone

## SELFRIDGES Design & Visualising

2 weeks - 2014

**BRANDS** Selfridges Sales Promotion, Secret Roof Terrace Restaurant & Food Hall

## LICK CREATIVE Artwork

2 months - 2010 to 2014

**BRANDS** Tesco, Blacks, Warner Bros, L'Oreal, World Cup 2014

## BRANDHOUSE Packaging Artwork & Retouching

2 months - 2012

**BRANDS** ASDA

## AGI MEDIA Artwork & Web

1 month - 2010

**BRANDS** Disney, Universal, Paramount, 20th Century Fox



## CREO MARKETING

### Senior Creative Artworker & Visualiser

7 months - JULY 2016 to FEBRUARY 2017

Maternity cover for Senior Creative Artworker.

Visualising concepts of Supermarket units in Photoshop, Google SketchUp & Cinema 4D.

Creating & amending artwork for FSDU, CDUs trays, point of sale for print & web banners for online promos.

Checking freelancer work, checking AW for upload to print & proof sign-offs.

**BRANDS** Superdrug, Boots, Morrisons, Asda, Reckitt Benckiser  
Brands Including Durex, Nurofen, Scholl, Veet, Air Wick

## COLEY PORTER BELL

### Visualiser

1 year - JANUARY 2011 to JANUARY 2012

Visualising new packaging design concepts for various FMCS brands including supermarkets, beverages, home products, food brands & corporate branding.

Creating & amending final artwork for packaging & brands.

High quality photography retouching for final brands, packaging designs & projects.

**BRANDS** John West, Olmeca, Pernod Ricard, Morrisons, Coutts, Hellmans, Nestlé, Comfort, Persil

## LOUIS KENNEDY

### Creative Artworker & Designer

6 months - JANUARY 2010 to JULY 2010

Visualising charity merchandise for brands & charities.

Visualising point of sale, CDU & FSDU fixtures for promoting & selling finished products.

Designing presentations to pitch ideas to clients & brands.

Artworking final creative designs including stickers, key chains, pin badges & other products.

**BRANDS** Children In Need, Scope, Royal Mail, Rainbow, Mr Ben, Roobarb & Custard, Rainbow, Postman Pat

## RDP CREATIVE

### Senior Creative Designer

5 years - SEPTEMBER 2004 to NOVEMBER 2009

Brainstorming & sourcing ideas for promotional merchandise for films, TV & gaming.

Visualising promotional merchandise using Photoshop, Cinema 4D & Illustrator.

Designing presentations to pitch ideas to clients & brands.

Travel to Hong Kong on 3 work trips to source new products & liaise with factories on development of new & existing products.

**BRANDS** 20th Century Fox, Dreamworks, Paramount, Disney, MTV, Sega, Nickelodeon, Cartoon Network

## ITV/GRANADA

### Junior Designer & Artworker

2 years - OCTOBER 2002 to JULY 2004

Designing presentations to promote advertising opportunities with ITV for various TV shows.

Designing & artworking mail outs, invites and brochures for corporate TV events & screenings.

Archiving & maintaining ITV & Granada shows & stars stock image library.

**BRANDS** Doctor Zhivago (2002), Henry III (2003), Formula 1, I'm A Celebrity, Popstars The Rivals, Saturday Night Takeaway, FIFA World Cup, Wimbledon, Coronation St, This Morning

## KALL KWIK

### Design & Print Artworker

1 year - JULY 2001 to JULY 2002

Designing corporate identity for local businesses including business cards, letter heads, comp slips & logos.

Designing & setting up artwork for other personal material including invitations, posters, menus & leaflets for 4 colour process print in house.

## QUALIFICATIONS

### BTEC HIGHER NATIONAL DIPLOMA

#### Graphic Design

Salisbury Collage of Art & Design - SEPTEMBER 1995 to JULY 1997

### A-LEVEL

#### Graphic Design

Tiverton College - SEPTEMBER 1994 to JULY 1995

### BTEC NATIONAL DIPLOMA

#### Graphic Design

Tiverton College - SEPTEMBER 1993 to JULY 1995

### GCSE C GRADES

Art, Home Economics, Media Studies, English Literature & Language, Maths, Geography & French.

Axe Valley School - SEPTEMBER 1991 to JULY 1993