

Guide to...

Creative CVs

bathspa.ac.uk/careers

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Introduction

Your CV is a marketing tool - promoting your skills, attributes, achievements, knowledge and experience (SAAKE). It is often the key to unlocking opportunities and experiences, and requires your time and energy to make it as strong as it can be. This guide is aimed at those who wish to develop a 'creative CV'. If you are looking to develop a 'traditional CV' please refer to our **'Guide to CVs'**.

Comparing a 'creative' CV with a 'traditional' CV

All CVs have the same broad function as a marketing tool. Their purpose is to market you for an opportunity. You could be using a CV to promote yourself as a freelancer, to promote your skills in order to win funding for a creative project, to secure an internship or work placement, to enter a creative competition, or to apply for a graduate opportunity working for an employer.

What distinguishes a 'creative' CV is **how** you market yourself. Whilst the written content in how you communicate your skills and experience may not differ greatly between a creative CV and a traditional CV, the way in which you *present and format* that information is what often sets a creative CV apart. Look at the examples below. The 'creative CV' is on the left and the 'traditional CV' is on the right. What differences do you notice?

www.estherhubert.co.uk

please contact me on 07846275822 or email me@estherhubert.co.uk



Discrete Plates - 2009

Profile Inquisitive and inventive designer of concept-led objects and products. My work is often a result of research into materials and situations. I am interested in user interactions, the value placed on objects and the juxtaposition of the precious and the mundane. I am motivated and driven, taking on responsibility in event organization and management.

Interests I am experienced in analogue and digital SLR photography, which I use to document ideas and inspiration as well as outcomes. I have a knowledge of Spanish, written and spoken. Processes of making are important to me and I am always keen to learn new skills. I enjoy knitting, making clothes, baking, jam making, etching and linocut printing.

IT Skills I am experienced in both PC and iMac and have a good knowledge of Microsoft Office, Photoshop, Illustrator, iDesign, Dreamweaver and Flash Programs.

Qualifications

2006- June 2006/ BA (Hons) First Class in 3D Design Ceramics, Bath Spa University, Bath/ Gained skills in ceramic techniques. I have learnt to make moulds from complex forms from extensive use of slip-casting and mouldmaking techniques. Have experience of techniques such as throwing, jigger-pilting and working with temperamental materials such as porcelain, bone china and crystalline glasses.

2005- 2006/ Foundation Art and Design, University College of Arts, Farnham, Surrey

Work Experience

Sept 2009- Dec 2009/ Internship: Studio Gilbers, Chalk Farm, London/ As an intern I was required to carry out and present research, make sketches and drawings or models of products, contribute ideas for the development of projects. I also updated the studio web site and prepared material for press. The specific aim of my time there was to learn how the studio was run from a business perspective, how to source funding and work with manufacturers, suppliers, retailers and distributors.

2005/ Promotions and Publicity Graduate Show (TADG) Bath/ I was responsible for the website (www.madeinbath.co.uk). This included collecting images and information, design, building and maintenance of the site, as well as responding to queries that come via the site. I worked within a team to design produce professional looking publicity material (posters, invitations and films). Working with galleries and arts venues in the area to effectively promote the event.

2005/ Collision 08 Arts Festival at Area 10 Project Space Peckham/ Assisting the artist, Fethi Harrison in assembling the large scale outdoor installation 'TOS London-Ghost' at the site.

Exhibiting

23rd- 26th March 2009
White Elephant, Lowest, Chapel, Bath

May 2009
RCA Design Directorate Competition Public Spaces, Safer Places, Competition Showcases, The Home Office, London

3rd- 10th June 2009
BA Degree Show, Sun Hill Bath Spa University, Bath

12th- 26th June 2009
TADG Pop-up-shop in iMacroom Place, Central Bath

8th- 12th July 2009
New Designers, Business Design Centre, London

3rd October- 13th December 2009
Fresh at the British Ceramics Biennial, Stoke on Trent

2nd November- 4th December 2009
Art and iDesign, Lowest, Lowest School of the Arts Gallery, Cornwall

Helen Caple
8 Landsdown Road, Bath, BA1 5DP
01225 740290 / 07771 324091 hcaple@hotmail.com

I am a recent Bath Spa University graduate and my aim is to work as a gallery exhibition officer. I have experience of working within an artist-led organisation and I have organised my own exhibitions at University. I am especially interested to work within a contemporary arts organisation.

Relevant Work Experience

Phoenix Brighton, Brighton Exhibitions Assistant	Summer 2009
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Responsibilities included: caring for the collection; handling enquiries from researchers and the public; talking to individuals and groups about exhibits; liaising with voluntary groups including schools and local community groups; helping to research and update the website and catalogues

Education and Qualifications

Bath Spa University BA (Hons) Fine Art (2:1)	Sept 2006-June 2009
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- Developed excellent written skills from writing essays
- Gained experience of delivering presentations
- Developed excellent research skills through exploring various artists and movements
- Planned and organised my own exhibitions, including identifying the venue and producing promotional materials

Brighton College Foundation in Art and Design (Merit) BTEC National Art and Design (Distinction)	Sept 2004-July 2006
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Lewes Secondary School 8 GCSEs grade A-C including maths and English	1999-2004
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Other Work History

Sales Assistant, Top Shop, Bath Sales Assistant, Paperchase, Bath Waitress, The Fish Bowl, Brighton	March 2008-Present Nov 07-Feb 08 Jan 2005-Aug 2006
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Additional Skills

IT: Proficient in Word, PowerPoint and
Languages: Fluent in Spanish
Driving: Full UK driving licence

Interests

Art is a passion of mine and in my spare time I regularly attend exhibitions, both local and national. I also like to keep up to date with the art world by reading Artforum and Frieze. Being a practicing artist I also enjoy producing and exhibiting new work.

References Available on Request

So, what is a 'creative CV'?

There is no universal blueprint for what a creative CV should look like or include. The benefit of a creative CV means that you have a degree of freedom in how you market yourself. Typically, creative CVs might be one page in length, but a CV may also be considered creative if it comprises *any* of the following;

- Makes effective use of colour
- Incorporates images of work
- Uses an alternative layout (i.e. content isn't restricted to being read top-to-bottom or left-to-right)
- Uses infographic elements, such as logos and symbols (see web links to examples at the end of this guide)

A CV might also be considered creative if it is;

- Presented in 3D format
- Uses 2D materials (e.g. other than paper)
- Created in video format (see example; <https://www.youtube.com/watch?v=i-0Gpl5ulOw>)
- Makes use of interactive elements (see example; <http://www.rleonardi.com/interactive-resume/>)

Please note: A creative CV is not the same as an artist CV. If you are a visual artist looking to develop an artist CV, please refer to the ArtQuest website: <https://www.artquest.org.uk/how-to-articles/artist-cv/> for details on when to use an artist CV and what to include. ArtQuest also has further advice on developing your artist statement: <https://www.artquest.org.uk/how-to-articles/artist-statement/>.

Please note:

If you are required to submit a creative CV as part of a module or assessment on your course, your lecturers may also give you specific guidelines or 'industry specific' traditions to follow.

When to use a creative CV?

There are no rules about when you should use a creative CV instead of a traditional CV. Deciding what style of CV to use can be a judgement call, however, a creative CV might be more commonly used for applying for opportunities in the creative industries. Common industry sectors which may value a creative CV might include:

- Media
- Film
- Photography
- Graphics, illustration and animation
- Industrial and product design
- Textile design
- IT including creative computing and web design
- Digital advertising

To decide when to use a creative CV, consider the following:

Is the opportunity you are applying for a creative one?

If the opportunity isn't particularly creative, it is important to question the value of creating a creative CV. It may be a little unusual to use a creative CV to apply for a non-creative job. If the opportunity is creative, study the job description to understand what skills and experience the organisation is looking for. Think about how you might be able to reflect these in a creative CV.

What type of organisation are you applying for?

As well as considering what *type of opportunity* you are applying for, you need to consider what *type of organisation* you are applying to. For example, you could be applying for a creative opportunity (e.g. a graphic designer) but at a non-creative company (e.g. the Ministry of Defence). In this situation, it is *possible* that *not all those* reviewing your CV will themselves be creatives, and, as an organisation they maybe more familiar with 'traditional' CV structures. Alternatively, if you are applying for a creative opportunity (e.g. an animator) within a creative organisation (e.g. Aardman Animations) then a creative CV might be more appropriate. Take time to research the organisation. What can you find out about their clients, projects, values and achievements? How do they present themselves through their website and social media platforms?

What size of organisation are you applying for?

You may be applying for a creative role within a creative company, but if applying to a large company you may find that they might prefer a more traditional approach. Take time to review the company's website to assess how 'traditional or corporate' their focus appears to be. Alternatively, if it's a small creative company that might typically get far fewer applicants for opportunities and have a dynamic and more informal approach to marketing themselves, then a creative CV might be more welcomed.

Are there industry specific CV traditions you should be aware of? How can you ensure you reflect appropriate industry language in your creative CV?

Research the industry using relevant career sector information (see: <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors>); talk to academic staff with experience in the industry and/or with industry professionals to get their opinion and advice. To start developing your professional contacts see our '**Guide to Networking**'.

Your creative CV will be effective if it:

- Has visual impact to capture attention
- Reflects your personality and strengths
- Is tailored to the industry and organisation you are targeting
- Demonstrates you have the specific skills required for the job/work experience

Remember:

There is no one style of CV that will be relevant for all opportunities. If you are going to be strategic in your thinking, then it is good practice to think about the purpose for which you wish to use a CV, before deciding on the CV style that is most relevant. You may also need more than one version of your CV.

What to include?

Before you even begin to be creative, the first thing you need to decide is what content (i.e. information) you are going to include in your CV. Remember that *creativity should not be a substitute for content*. You could have an impressive visual looking CV, but if it says very little, how will the organisation know that you have the skills and experience they are looking for?

You might like to start by producing a basic 'traditional' CV (please refer to our '**Guide to CVs**'). There are no set rules about what to include and how to organise the different sections within your CV, although as a general rule you are advised to lead with the most relevant information first.

Here is an example list of the information you might include in a creative CV;

- **Name and contact details** (*required*) – Make sure your name (and contact details) clearly stand out. Also include links to relevant blogs, online portfolios or websites. You do not need to include your date of birth or the words 'Curriculum Vitae'.
- **Personal Profile** (*optional*) – where included, a profile should be a short paragraph that highlights important information you would want the employer to know, such as your relevant skills, knowledge, experiences and your career goal.
- **Education** (*required*) – academic qualifications.
- **Industry Projects or Live Briefs** (*optional*) – this could include relevant industry projects you've undertaken as part of your degree or externally, that have a clear industry focus.
- **Courses / Workshops / Training** (*optional*) – non-academic learning opportunities (for example, you might have undertaken a short course in InDesign).
- **Relevant Work Experience** (*required*) – this could include freelance work or commissions, as well as roles where you were employed or interned with a company.
- **Volunteering** (*optional*)
- **Skills** (*optional*) – for creative CVs this might include both transferable skills as well as technical/specialist skills (for example, as a costume designer for TV or theatre, a transferable skill might be your ability to work under pressure and to tight deadlines, whereas your technical/specialist skill might be your sewing and embroidery skills).
- **Performances** (*optional, if relevant to the sector*)
- **Exhibitions** (*optional*) – exhibition name, date, venue, plus a brief description of your work.
- **Competitions & Awards** (*optional*) – only include those that are relevant and for which you gained some recognition (e.g. highly commended, finalist or winner).
- **Professional Membership** (*optional*) – if you are a member of a professional organisation you may wish to include this as it would demonstrate commitment to the industry you are interested in.
- **Interests** (*optional*) – only include if relevant *or* if you can link the transferable skills you have gained to those required of the opportunity you are applying for.
- **References** (*optional*) – you do not need to include your full referees details (but do get their permission if you do decide to include them). Alternatively, you could state 'References available on request'.

Remember:

Get the content right before you start focusing on the design! Tailor your CV to the role and organisation.
For further advice on how to approach writing content, please refer to our '**Guide to CVs**'

Getting creative!

Any creative CV you develop needs to market yourself and show off your creative talents. Be aware that if you are applying for a creative opportunity using a creative CV then organisations are likely to scrutinise it that much more. For example, if you are applying for a photography role but your CV includes poor quality images, you are unlikely to be shortlisted for interview.

Ultimately, your creative CV needs to market your creative talents, so think carefully about how you can incorporate creativity in your CV that **adds value** to the content and information you have already included.

Some things to consider:

- **CV length:** Most creative CVs are one page, but two pages might be appropriate depending on the information you want to include.
- **CV templates:** We would encourage you to avoid using an online creative CV template. The idea of a creative CV is that it is unique to you. That said, there are some really useful web-based tools out there that can assist you in the production of visual elements, such as using infographics to represent your skills, for example <http://vizualize.me/> and <https://www.canva.com/>.
- **Use of colour:** If using colour in your CV, check how it looks when printed out as black and white. A light colour for a section heading, for example, may look great on the screen but may be barely visible when printed black and white.
- **Images:** Images should 'add value' and should be your own! They need to be relevant to the type of opportunity and organisation you are approaching. Make sure images don't distract from written content or obscure text. Don't forget that the main way in which you can market images of creative work is via your portfolio or website, so don't overuse images within your CV.
- **Typography:** When arranging written text make sure it is readable and appealing. You may want to consider the typeface you use, font size, line-length and line-spacing. Typography will be particularly important for graphic design companies reviewing your CV.
- **Links to portfolio/website:** Where including any links to online portfolios, showreels, blogs and websites, make sure the links work and that your platforms are up-to-date and professional.
- **Branding:** Consider the design of your CV as your 'brand'. It is important that the 'branding' of your CV is consistent with your other professional platforms, websites and online portfolios.
- **Format:** PDFs are a good way to send a CV electronically as any images and formatting won't be distorted, particularly in you have developed your CV using design software. Always think about the compatibility for the organisation receiving your CV.
- **2D versus 3D:** You may decide a 3D version of your CV is most appropriate for getting you noticed by an employer, but think about the time and potential cost of creating, for example, a milk carton or chocolate packaging version of your CV (see: <https://www.careeraddict.com/create-a-3d-cv>). Even if you do create a 3D version, it might still be helpful to develop a 2D document-based version that can be emailed, should the employer request it.

Finally, it is essential that the information in your CV is easy to find and easy to read. Often employers spend just a few seconds taking an initial look at a CV. If it is not easy for them to find the information they need, then they are likely to disregard it.

Transition between a 'traditional CV' and a 'creative CV'

The following two CVs are reproduced with permission of Zoe Wiseman (Bath Spa Creative Media Practice) and demonstrate the transition between traditional content to an impactful creative CV.

DRAFT 1:

ZOE WISEMAN

Contact details hidden

Personal Statement

I'm a university student, studying to work within the film industry, currently looking for part-time work. I'm a confident, determined person who is ready to dedicate themselves to a new job role, learn new skills and become a part of a working team. I have some previous experience in retail and I have many personal skills which I could apply in the right workplace setting. I'm a friendly, approachable person and I'm looking to work over the summer break and gain some new experience.

Skills | Socializing – Playing piano/guitar – Scuba diving - Travelling – Teaching music – World challenge

Ability to work through and resolve problems swiftly and independently

Able to work well in a team

Enthusiastic to take on new challenges

Good social and communication skills

Technical skills – Various camera, audio and lighting equipment. Adobe software. Social media

Previous Work Experience

. Next – Cheltenham Gallagher Retail Park	Sales Assistant (2016)
. Playhouse Day Nursery	Summer Assistant (2012)
. Wetherspoons – Cheltenham 'Moon Under the Water'	Bar staff (2017)

Education

High School for Girls (2008-2013)

GCSE Results:

Additional Science	C
Core Science	B
English Language	A
English Literature	B
French	C
Geography	B
ICT	C
Mathematics	C
Music	B
Product Design	B
Religious Studies	A

Chosen Hill School (2013-2015)

AS and A2 Results:

English Literature	A / C
Media Studies	B / B
Philosophy and Ethics	B / B

Bath Spa University (2015-present)

I finished first year with a high 2:1
I'm currently studying as a second year student




ZOE WISEMAN

Camera Operator and Media Specialist

ABOUT

Creative Media graduate with excellent technical, team working and problem solving skills. With a years' worth of experience in a Bristol based production company working as a camera operator and providing content for clients, my work reflects my passion, talent and capability in this field.

P:
E: zoe.wisemanmedia@gmail.com
W: www.zoe-wisemanmedia.com
 www.linkedin.com/in/zoe-wiseman

RELEVANT EXPERIENCE

- ARTSWORK MEDIA** 2017-2018
Third year placement with Bath Spa University
- BOOMTOWN FAIR**
Camera Operator
Working alongside the Creative and Narrative Directors of this prestigious festival to create promotional content and add to it's exciting narrative, including working in a fully functional green screen studio
- CO-LAB**
Cinematographer
Creating promotional videos for Bristol's largest independant art and clothing shop, showcasing their amazing new workspace and art classes
- CITY TO SEA**
Cinematographer
Bringing attention to plastic pollution in our oceans with this incredible Bristol based charity. Creating a narrative with a large crew and leading the cinematography team
- URBAN FIT**
Camera Operator
Working with Bristol based woman's charity to announce its re-lauch and re-brand, filming on the busy streets of Bristol, and in dance and fitness classes
- BATH SPA UNIVERSITY**
Camera Operator
Paid work to create course videos for prospective students. Also filmed an interview with ITV's Peter Bazalgette for a workshop being held on campus

EDUCATION

- September 2015 – Present**
Bath Spa University, BA (Hons) Creative Media Practice
- September 2013 – July 2015**
Chosen Hill School, Churchdown
3 A Levels: English Literature(C), Philosophy and Ethics(B), Media(B)
- September 2008 – July 2013**
High School for Girls, Gloucester
11 GCSE's (A-C) including English Language(A) and Mathematics(C)

ADDITIONAL INFORMATION

- Advanced PADI Scuba Diver**
2007-present
Highly skilled Scuba-Diver with 10+ years experience. I've also had some practice working with cameras underwater, which has allowed me to combine two of my unique skill sets
- World Challenge**
June-July 2014
Volunteering in Yarina, Peru, to maintain the villages eco-conservation work. This involved copious amounts of teamwork and dedication over a month's period

TECHNICAL SKILLSET

CAMERA	
LIGHTING	
ADOBE PHOTOSHOP	
ADOBE PREMIERE PRO	

Media CV Example (source: The Creative CV Guide, Jan Cole, 2010, Louis Claydon)

LOUIS CLAYDON
SUPERPHONO

MOVING IMAGE SPECIALIST WITH A PASSION FOR ADVERTISING

www.superphono.co.uk
 louisclaydon@gmail.com
 +44 (0) 7963789268

Education and Experience

National Diploma in Media Production - 3 Distinctions NWHG, London Road, Huddley, LE10 1HQ - 0210054 - 160696
 Bachelor's Degree at University College Falmouth UCF, Trenough Campus, Teeliver Road, Penryn, TR10 9EZ



May 09

Roles: Event's Promoter Advertiser V.J Cinematographer

Joint event organiser for a Superphono launch party hosting 150 guest's, working alongside V.I artist's to produce a live cinema experience of the Superphono showreel.

Technical experience: Resolume Modul 8 After Effect's



March 09

Roles: Graphical Editor Producer Cinematographer

A short viral campaign advert set in the city of Lyon, France, using a low grade filming format: the Kodak 7D710 SLR, to symbolise the French new wave "Point and Shoot" filming style.

Technical experience: After Effect's Final Cut Pro



December 08

Roles: Media Campaigner Web Design Researcher

Working independantly I have provided an online hand book for young people living with type one diabetes: using my knowledge and experience of the condition to help to improve the individual's lifestyle. The handbook has been published by the NHS website and is available throughout the country.

Technical experience: Dreamweaver Photo Shop



March 05

Roles: Graphical Editor

Part of a thirty man production team to deliver a documentary following the Bauhaus art movement. The Filming of the documentary took place in New York, Chicago and berlin.

Technical experience: Motion Graphics OCN Lighting L2

Phase One - Working alongside V.I artist's to present a live visual performance (June 09)
6 Months Erasmus Exchange - Karlstad, Sweden (Jan 08 - June 08)
 Developing understanding of Intercultural Communication, International Marketing and Global Media Trends, New Media and New Technology
Next Clothing - 1 week work experience shadowing executive advertiser and buyer (May 04)

References

John Parker-Rees FHEA
 Senior Lecturer UCF
 +44 (0)1326 370403
 john.parker-rees@falmouth.ac.uk

Russel Clarke
 Course leader UCF
 +44 (0)1326 370403
 russel.clarke@falmouth.ac.uk



Creative Media Practice CV Example

DUSTY PACKMAN

858 Hogwarts Road, Hogwarts, Bath, BA1 2MN
t. 077777 11111
e. dusty.packman@bathspa.ac.uk
w. www.vimeo.com/dustypackman

ABOUT ME

I want to entertain audiences in a way that inspires creativity and thought. I am focussed on becoming a skilled Editor and determined to make a career in the film, television & media industry. I bring with me a set of skills and experience essential for the role of Digital Assistant, and a thirst to work for Excel Communications.

QUALIFICATIONS & EDUCATION

Sept 2015 – June 2018, Bath Spa University

BA (Hons) Creative Media Practice (predicted 2:1)

- A practice led course designed in partnership with the media industry to equip me with the necessary skills for a career in media.
- 1st class module results in Media Production and Photographic Practice.
- Chosen to represent my course on student panel for a University Taster Day for prospective students.

University Projects:

Expect a Masterpiece – Drama (Writer, Director)

- An abstract short that sees a struggling sculptor battle her self-perceptions and relationships in an attempt to create a masterpiece (Grade 2:1).

Shooting Blind – Documentary (Editor)

- Follows the England Blind football team in the lead up to the International Blind and Partially Sighted World Cup in 2016; selected for screening at Norwich Film Festival (Grade 1st).

Sept 2013 – June 2015, City of Bath College

- 3 A-Levels: Media (A), Drama (B), English Lit. (C)
- Awarded 'Best in Class' for Media examination piece: a short film to promote a local homeless charity.

Sept 2009 – June 2013, Marshfield School, Bath

- 10 GCSEs grade A-C with As in Media Studies and English

TECHNICAL SKILLS

- Excellent working knowledge of DSLRs and understanding of formats and postproduction workflows.
- Strong ability in Adobe Photoshop and In-Design to produce graphics for print and web.
- Proficient at editing moving images using Final Cut Pro, Final Cut Pro X and Premier.
- I am both a PC and a Mac user and have produced many assignments utilising Microsoft Office programmes.
- Strong planning and interpersonal skills developed by working with actors and crew through university projects.

RELEVANT EXPERIENCE

Summer 2016, Video Instructor, Summer Camp (USA)

- Teaching children production skills - from camera work to editing.
- Produced and edited, with the children, over 10 short films in two months, which helped the camp to win an award in programme excellence.
- Worked with the online team to optimise video for website promotion of the Summer Camp.

July 2017 – Aug 2017, Intern, Sounds Commercial (Bristol)

- A two-month studio internship with the events management company.
- Worked as a camera operator and FCP editor on projects for the BG Group, Body Shop.
- Completed a documentary edit for DVD distribution.

OTHER EXPERIENCE

Dec 2015 – Present, Sales Adviser, London Camera Exchange (Bath)

- Providing customer assistance and advice regarding cameras and equipment, requiring excellent verbal communication.
- Stock taking, ordering of relevant stock from warehouse and its unloading, demonstrating high levels of organisation.

ADDITIONAL INTERESTS

- I enjoy watching short and feature films and regularly attend short film events and festivals.
- I visit a variety of exhibitions and galleries with everything from Art and Design to Architecture and Photography as this stimulates my creativity.
- I have my own projector and am currently doing tests into visual mapping and guerrilla advertising.

References available on request

Product Design CV Example (source:

<http://www.michaelwarrendesign.com/MichaelWarrenDesign.com/CV.html>)

MichaelWarrenDesign

[Product](#) [Installation](#) [About](#) [Contact](#) [Press](#) [Links](#) [CV](#) [RCA](#)



Profile

I am an experienced and capable product designer with over eight years of professional experience. I have recently completed a Masters Degree at the world renowned Royal College of Art. There, I was fortunate enough to be taught by some of the best design professionals in the world. This experience has further expanded my abilities as a designer. Prior to attending the RCA, I ran a successful design studio in London and worked on numerous freelance projects for companies such as Established & Sons and DKNY. My designs have been manufactured by companies such as Habitat in the UK and Anthropologie in the US. Products manufactured under my own brand have been retailed by the likes of Thorsten Van Elten and Liberty. I have had several installation pieces commissioned including by Apple Retail in the UK.

My approach to design

- Hard working, ambitious, outgoing, with a passion for creativity and learning.
- I am good at communicating ideas and working as part of a team.
- I thrive on new challenges and enjoy working with people with high expectations.
- Substantial knowledge of manufacturing processes, materials and emerging technologies.
- Enjoy employing new and challenging materials and processes.
- An excellent understanding of electronics and lighting.
- I am a highly proficient SolidWorks user, but I also like to use sketching and maquette model making to create, develop and communicate ideas.
- I have also utilised demanding materials such as carbon fibre, titanium and plastic composite materials.

Employment

Freelance: June 2004 – Present

- Working to tight deadlines / varying budgets with suppliers and manufactures to deliver products - Collaborating with and contracted by many other companies and brands on design projects
- Creative consulting and advising clients on manufacturability
- Producing CAD models and technical drawings for myself and clients
- Generating press material, web content and brand PR
- Clients: Very Good & Proper, Established & Sons, DKNY, TFL, Apple, Habitat, Decode London, Innermost, On/Off, Oasis, The Doll, Bèrubè, Middlesex University, Anthropologie, Beyond the Valley, Thorsten van Elten, Liberty, 2M2, RoboFold.

Royal College of Art: June 2012 – Present

- InnovationRCA, Selected Works Associate and Dyson Fellow
- Employed by the University to continue to develop and market the Grow CNC router

Established & Sons : 2008 - 2011 (Freelance)

- Working alongside the Product Development team.
- Worked with designers, suppliers and manufacturers, electrical safety certification, production and supply chain, designed product manuals and assisted on the Milan and London Exhibition builds.

Education & Qualifications

Royal College of Art 2012
Masters Degree, Design Products

University of Brighton 2004
BA Hons (2:1) Three Dimensional Design for Production

Chelsea College of Art & Design 2001
Foundation Studies Art & Design

Chiswick Community School 1999 (High School)
3x A Level Design Technology, Design Technology: Communication, Photography

Driving License: Clean UK driving license held since 1999
Dual Nationality: British and US Passport held

Notable Achievements

- ARCC Fellowship winner 2012
- Out of the Woods exhibition at the Victoria & Albert Museum during London Design Festival
- Dyson Fellowship winner 2012
- InnovationRCA Selected Works winner
- Solo Exhibition at 'The Dock' alongside Tom Dixon
- Designed an interactive installation for Apple, utilising 60 iPod Touches for London Fashion Week
- Exhibited with British Council in Shanghai for the Shanghai design Biennale
- Organised FuseDesignCollective's i♥Design exhibition for the London Design Festival
- DesignBoom: Selected designer for the London Design Festival
- Max Fraser at Design UK selected designer
- Produced large lighting installation for DKNY's flag ship store, Bond Street
- Exhibited work at the Super Studio, Milan with Transport for London's AllZones
- Organised and exhibited at FuseDesignCollective exhibition in conjunction with Partridge Fine Art, New Bond Street during London Design Festival

Textile Design CV Example (folded CV) (source: The Creative CV Guide, Jan Cole, 2010, Anna Glover, Falmouth University)

General Work Experience

Pizza Express - Kitchen Staff
February – June 2008, Falmouth

Travelodge - Waitress
July 2007 – December 2007, Earls Court, London

Nathan Associates - Office temp
March – April 2007, London

Wardles - Office temp
September 2007, Hammersmith, London

Mc Ewen & Partman - General assistant to solicitor
April & July 2008, London

Anne Ferrell - Editors Assistant
June – July 2007, London



Education

1st Class BA Hons Textile Design
University College Falmouth 2009 - 2009

ABC Diploma in Foundation Art & Design (Distinction)
University College Falmouth 2004 - 2005

A-Level: Art (A), History (A), French (B)
10 GCSE (A* - A)
St James Independent School for Girls 1990 - 2004

Exhibitions

Art in Action
July 2008, Arts & Crafts Festival, Oxford

Crane Early Falls
June 2007, self-curated group exhibition, Falmouth.

Farm WS
August 2004, self-curated group exhibition, Falmouth, Oxford.

References

Available on request





Work Experience

Bank Art Exhibitions - Work Placement in design studio
August 2009

Chloe Lane - Textile Placement in design studio
July 2009

Day Exhibitions - Textile Placement in design studio
July – September 2008, London

Art in Action - Development and workshop assistant
July 2008, Oxford

St James Independent School for Girls - Assistant Art teacher
February – July 2008, Kenton, England, London

Distinction Award - Honorary award for 3rd location
January – March 2008, Falmouth, London

Five Star - Sales assistant, retail, handling, shop and window displays
July 2007 – December 2007, Earls Court, London

Travelodge & Waitress - Sales and shop assistant in hotels in various locations
February – June 2008, Falmouth, London

March – May 2008, Camden, London

Attributes

Good time management

Flexible problem solver

Fast learner

Confident communication skills

Organisational personality

Responsible

Skills

Strong traditional drawing skills

Good eye for detail and composition

High level of manual dexterity

Proficient in Photoshop & Illustrator

Confident in Photoshop & Illustrator

Excellent CAD and digital print skills

Excellent communication and digital skills

Excellent communication skills

Good machine and hand sewing skills



Alicia Lyon

517.582.0502 | alicialyon.graphicdesign@gmail.com | behance.net/alicialyon

Experience

Graphic Design Intern Via Design

September 2012– Current

Produce promotional material, develop internal branding material, coordinating and communicating with printers, photo editing, updating and formatting website.

Assistant Photographer MTV

November 2012

Organized shot list, assisted in photography, managed schedule, and edited photos.

Graphic Design Intern Olympus Group

May 2012– September 2012

Concepted and developed print, outdoor, and point of purchase advertisements for clients such as; McDonalds, Gordon Food Service, Dr. Pepper, Dash-In, Celebration Cinemas and many others.

Graphic Designer

Tilt Scooters | Sky High Scooters
June 2012– August 2012

Collaborated marketing campaigns to push products, designed promotional material and apparel, photographed and edited product photos, refreshed Sky High's website with new branding, and updated both facebook.

Freelance Graphic Designer Ionia Free Fair,

May 2012– June 2012

Contributed to the Ionia Free Fair's campaign with a flash ad, and print ad featured in the Ionia Sentinel newspaper ad.

EI Centro Translations May 2012

Produced a flyer to create awareness for a health interpreter course.



Education

Kendall College of Art and Design
Grand Rapids, Michigan
BFA in Graphic Design
May 2013

Involvement

Kendall Theater Association
Advertising Chair Head
2012– 2013

AIGA
Student member
2009

Involvement
2009– 2013

Ireland Study Away Program
June 2011

Achievements

Kendall College of Art and Design
Dean's List
2009– 2013

Kendall College of Art and Design
President's List
2013

Jack A. Drew Art Scholarship
2008

Featured In

MTV "I'm Positive" Campaign

Contributed as an assistant photographer.
mtv.com/videos/misc/859230/im-positive-promo.html#id=1697940

The FBOMB.org

Composed an article about gender roles.
thebomb.org/2012/07/ticking-clock/

Bodies of Art Fashion Show: Forest Floor

Designed wearable art featuring a deer antler headband and dress.

Ireland Gallery

Showcased large prints of Ireland photography and photo book.

SmArt Film Festival

Created a stop motion film displayed on the side of the Open Concept Gallery's building.

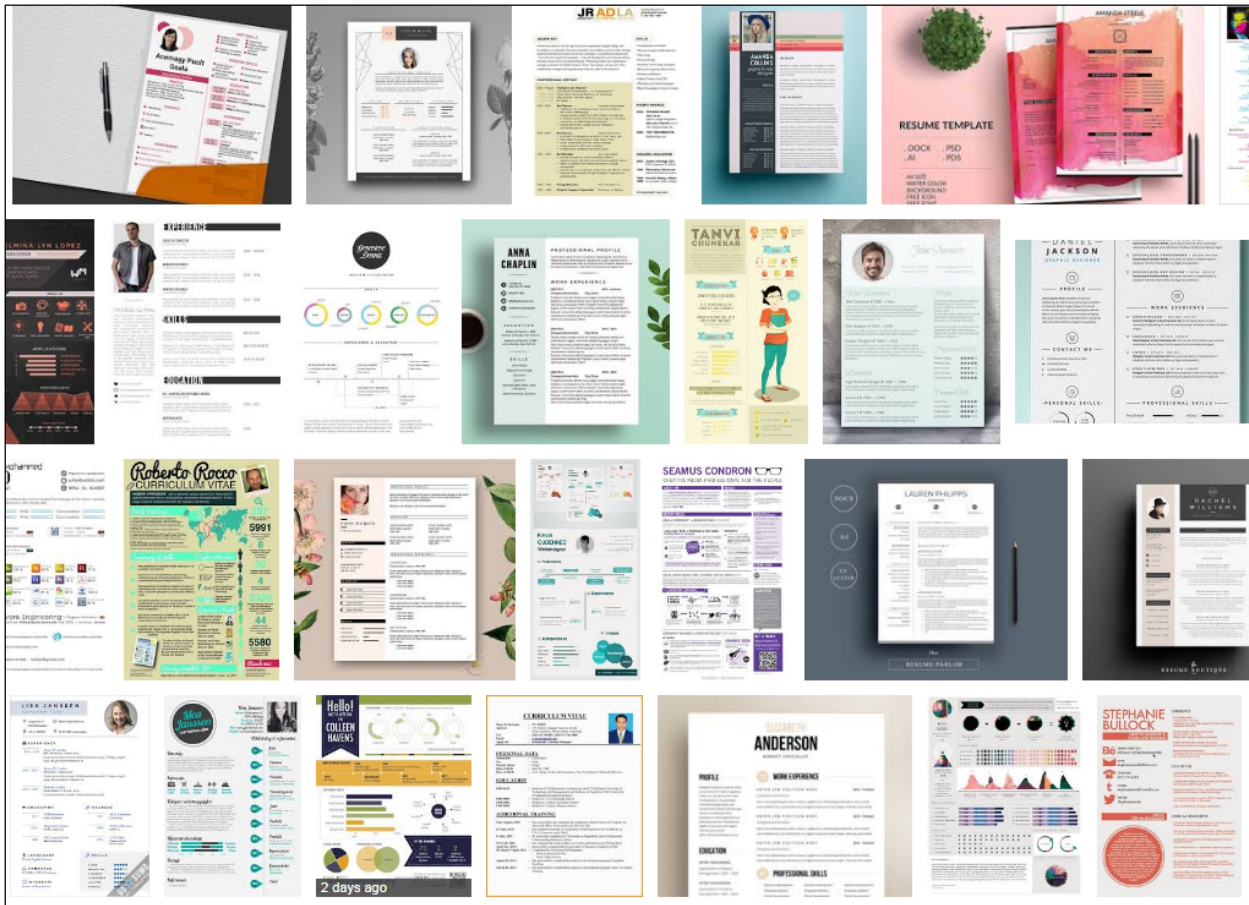
Skills

- Adobe After Effects
- Adobe Bridge
- Adobe Creative Suite
- Adobe Flash
- Adobe Soundbooth
- Digital SLR
- Garage Band
- Final Cut Pro
- FluidUI
- Mac Platform
- Microsoft Office
- Shake
- Windows Platform

Graphic Designer
and all around go getter

Further Resources and CV Examples

To get inspiration, Pinterest includes many examples of creative CVs that give ideas for visual layout.



Other useful website links;

- <https://www.dit.ie/media/careers/careershandouts/cvsandcoverletters/Creative%20guide%202011.pdf> – Creative CV Guide by DIT
- [https://www.nottingham.ac.uk/careers/documents/students/other/creativecvguide\(1\).pdf](https://www.nottingham.ac.uk/careers/documents/students/other/creativecvguide(1).pdf) Jan Cole Creative CV Guide
- <https://weare.guru/creative-cvs/> - mainly 2D CV examples including lots of infographic CVs
- <http://mentalfloss.com/article/55829/11-creative-resumes-designed-stand-out> - interesting examples of 3D creative CVs.
- <https://www.armstrongappointments.com/15-creative-job-applications-that-really-worked/> - interesting examples of alternative creative CVs
- <https://www.canva.com/learn/50-inspiring-resume-designs/> - examples plus advice on making your CV stand out

Creative CV Checklist

The following checklist has been designed as a guide to help you assess your creative CV before you submit it for any opportunities.

Content

1. Have you identified the skills and qualities needed for the opportunity you are applying for and provided evidence of how you meet them? Or, if applying speculatively to an organisation, have you identified what the organisation might be interested to know about what you can offer them in terms of your skills and experience?
2. Do you make use of industry specific language appropriate to the role you are applying for within your CV?
3. Are the sections of your CV arranged in a way that draws attention to the most important information early on?
4. Have you used reverse chronological order for any section that includes dates (i.e. most recent date first)?
5. Have you avoided long paragraphs of text?
6. Have you made sure your CV doesn't contain any spelling or grammatical errors?

Formatting and presentation

1. Is your CV 'attention grabbing' without being distracting?
2. If you have used more than one page, is the format consistent across both pages?
3. Have you made sure that the use of colour, images or logos doesn't distract from any written content?
4. Have you used a clear font style that is easy to read?
5. Have you experimented with capitals, bold or italics for headings and sub-headings to achieve a consistent and clear layout?
6. Have you maximised the space, for example, ensured good balance of 'white space' on your CV?
7. Does your overall design theme run through your entire marketing package e.g. business cards, online portfolio and professional online networks?

Further Support from Bath Spa Careers

If you would like further support from Bath Spa Careers & Employability go to bathspa.ac.uk/careers to see the ways in which you can access our service, including workshops and events, appointments and to access our extensive range of resources.

You can also contact Careers Reception on 01225 875525 or at careers@bathspa.ac.uk.

Please note that Bath Spa Careers does not endorse particular organisations.

(This guide was last updated in Summer 2019).

GET A HEAD START

We're here to help you get a great start to your career. We're open all year round, so come and visit us in the Careers Space, book an appointment, or get in touch.

Careers Space, SL.G04
Steward's Lodge

careers@bathspa.ac.uk
01225 875525

www.bathspa.ac.uk/careers

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Every effort has been made to ensure the information in this leaflet is accurate but we recommend that you check all details carefully.

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