

Catharina
Davison

CV

call
me!

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Name: Catharina Davison

Location: London

EMPLOYMENT

Square Circle Triangle

Senior Graphic Designer (Jan 2008 - Sept 2008)

A multi award-winning web-focused design studio where I worked as the primary print designer for a range of high-profile international clients in fashion, property development and wine-making. Also heavily involved with concept development across a range of studio projects and a lot of web-based work. Responsibilities involved designing site trees, writing content, creating graphics and eventually building the site in a content-management system pioneered by SCT called Blocks.

Caramel Creative

Mid-weight Graphic Designer (Jan 2008 - Feb 2008)

Freelance

Graphic Designer (Aug 2007 - present)

Ongoing work for a range of clients in radio, SEO and non-profit organisations such as Amnesty International.

Metro (*Associated Newspapers*)

Acting Editor (Aug 2006 - Sept 2006)

Staff Writer (Aug 2004 - Oct 2006)

Promoted to permanent position after working as a full-time casual.

TRAINING RECEIVED:

- PMA Group Course: Sub-Editing Features
- CSE Demos Course: Interview Technique & Feature Writing

Venue Magazine (*Northcliffe Newspapers*)

Art Editor (Aug 2006 - Sept 2006)

Promoted to permanent position after working as a full-time casual.

BBC

Guest Website Reporter (Sept 2004- Oct 2006)

AWARDS

2nd PLACE - Best Student Portfolio: [Create:Awards](#) (a national Australian design competition) (2008).

Work featured in a full-page spread in industry design mag [Desktop](#) to co-incide with the competition.

EXHIBITION - [The International Skull Drawing Competition](#) (2008)

EXHIBITION - [Free Beer](#), LaTrobe College of Art & Design (2008)

RUNNER-UP - Best Critic: [The Guardian Student Media Awards](#) (2004)

WINNER - Best Artwork: [ArtSoc Exhibition](#), University of Bristol (2003)

WINNER - Best Arts Reporter: [The Epigram](#), University of Bristol (2002)

WINNER - [John Geoffrey Sharps Award for English Literature](#) (2000)

WINNER - Outstanding Artist: [Cheshire Young Artists Tuscany Trip](#) (2000)



TECHNICAL SKILLS

DESIGN & MULTIMEDIA

Expert in Illustrator, InDesign, Photoshop and Dreamweaver with a fair grasp of Flash, Final Cut Pro and After Effects. I have excellent, well-developed skills in typography, print and editorial design, branding and identity, information design, packaging, web design, interface design and print management. I have strong multimedia skills in story-boarding, cinematography and time and resource management.

OTHER KEY SKILLS

TEAMWORK

Experienced at working as part of a design and editorial team, at taking on the responsibilities of colleagues in times of absence and liaising with editors and creative directors on concepts, campaigns and websites with ease and confidence.

ABILITY TO WORK INDEPENDENTLY

Highly accomplished at designing corporate identities for freelance clients and at working on personal projects like my jewellery label, Cat Davison Jewellery, and online design shop Heat The Beat Boutique (www.heatthebeat.com). I am fast and efficient at writing and researching information, sourcing pictures and structuring the layout of anything from editorial pages to websites imaginatively.

COMMUNICATION

Strong conceptual thinker who can communicate complex ideas and thought processes through excellent presentation and language skills. Can consult with clients tactfully and with discretion and have a direct yet friendly approach when dealing with printers and fellow designers. Can proof copy and listings pages and liaise with sub-editors on amendments. Skilled interviewer in Portuguese and Spanish who can translate back into English.

PROBLEM SOLVING

Capable at delivering strong creative and conceptual work to tight deadlines; tweaking designs at short notice to fit clients' demands and at thinking up catchy headlines, editing copy to fit word limits and re-organising daily schedules quickly and with aplomb.

LANGUAGE & TRAVEL

Fluent in Portuguese with strong conversational Spanish and French. Have spent 10 years growing up in Thailand and India, and have lived and worked in Bolivia for six months and Australia for two years.

KEY ACHIEVEMENTS

EDUCATION

Central Saint Martins College of Art & Design (Sept 2008 - present)

MA Communication Design (Graphic Design pathway)

LaTrobe College of Art & Design (Jan 2007 - Dec 2007)

Diploma of Graphic Design & Digital Media (High Distinction)

CAE course: Silversmithing || CAE course: Resin Jewellery || CAE course: Contemporary Materials

University of Bristol (Sept 2001 - Jul 2004)

BA HONS English Literature - High II (i)

NCFE Level 3 Life Drawing & Painting

Sir John Deanes Sixth Form College (Sept 1998 - Jul 2000)

A LEVELS: English - A // Psychology - A // Art - A // French - A // General Studies - A

Fallibroome High School (Sept 1997 - Jun 1998)

GCSE: 5 A and 5 A*

WORK EXPERIENCE

JOURNALISM & PHOTOGRAPHY

Reporter (Oct 2006 - Sept 2006)

mX & The Herald Sun

Reporter (Jul 2004 - Aug 2004)

The Bristol Evening Post

Arts Editor & Photographer (Sept 2001 - Jun 2003)

The Helicon Magazine

Reporter & Photographer (Jan 2001 - Jun 2001)

The Bolivian Times

DESIGN

Designer (Jul 2007 - Sep 2007)

theage(melbourne)magazine

Arts Editor & Art Director (Sept 2003 - Jun 2004)

The Epigram (University of Bristol Newspaper)

REFEREES: AVAILABLE ON REQUEST

