

Tom Hider

Curriculum Vitae

DOB: 3rd January 1977
Tel: 07595 498064
E-mail: tom.hider@gmail.com
Web Site: www.tomhider.karoo.net

About Me

I am a 32 year old designer, illustrator and 3D artist currently living in East Yorkshire with my wife and two children. I have 6 years design experience, mostly in packaging, although I have at times been involved in print, web, exhibitions and marketing campaigns. My speciality is 3D visualisation which is becoming a growing niche in the design industry as clients increasingly expect a high level of realism when presenting new designs. I would like my next role to be one that capitalises on and helps develop my various skills, ideally in the Packaging or Exhibition sectors.

Current & Previous Employment

March 2008-Present: Freelance Graphic Designer

As a freelancer I have had repeated short term contract jobs for agencies in Hull and Leeds, including **Visuality, Sowden Watson, Gratterpalm, The Core, Elmwood** and **Bluestorm**. Contracts have involved design, artwork, photo retouching and 3D visualisation as required, across a variety of media, including:

- Artwork and photo retouching for the Wal Mart Great Value range
- POS design for the pitch winning Asda George Christmas
- Advertising and Direct mail for the Hull College Summer 2008 induction campaign

I also work as a freelance designer for **Eggsell**, a co-operative egg supplier who act as a bridge between the farmer and the major retailers, a contract I won from a major Leeds agency.

April 2007-March 2008: Graphic Designer, The Packaging Design Company, Hull

TPDC is a small design agency that works with some big clients, including Morrisons, Cranswick PLC (and all subsidiaries), Homeserve, and Bakkavor.

- FMCG packaging design, photography art direction and artworking
- 3D visualisation of packaging, retail spaces and gallery spaces
- Exhibition stand design and 3D visualisation
- Marketing campaign concepts

April 2006-April 2007: Artworker and Designer, McGurk/SGS Studios, Hull

SGS Studios (formerly McGurk Studios) is a well established artwork and repro house who with many of the major retailers, printers and a variety of blue chip brands.

- Repro-ready artwork for FMCG packaging ranges
- Packaging design and 3D visualisation

March 2003-April 2006: Graphic Design Manager, JVL Products, Mytholmroyd

JVL Products is a major UK importer and distributor of household accessories, including doormats, car mats, basketware, garden furniture and rugs.

- Packaging design, both own brand and customer specific for major retail brands
- Brand design and development
- Client-facing design consultancy
- Design, layout, copy writing and artwork of company catalogues and flyers
- Product design and range development
- Product photography, image editing and digital archive maintenance
- Researching and developing new marketing strategies
- Managing departmental budget (reducing expenditure by 50% within my first quarter)
- Hiring, training and managing the Design Assistant

List of Current & Previous Clients

Aldi	Cranswick PLC	Scott's/Evergreen
Asda	Bucktons Pet	Budweiser
Morrisons	Lazenby's	Countryside Feathered Friends
Sainsbury's	Homeserve	Allied Bakeries/Kingsmill
Tesco	Ontex GmbH	British Bakeries/Hovis
Waitrose	Geest/Bakkavor	Rufus Pet Food
Wilkinsons	McCain	Lotus
Focus DIY	Cranswick PLC	Scoff Sandwiches
George	Georgia Pacific	Cosalt Holiday Homes
DFS	Hurst Plastics	Hull College
Arla Foods	L'Oreal	Bauhaus Photography
Wal Mart	Belzona	Guild Bars
Hull Council/Gateway	RSL Steeper	Hull & East Yorkshire NHS

Relevant Skills

- Mac and PC literate.
- Excellent software skills, particularly with all Adobe Photoshop, Illustrator and InDesign up to CS3, Quark and Freehand
- Strong 3D modelling, texturing and animation ability in Cinema 4D, some experience of other 3D packages including ZBrush, Maya, Poser and Bryce
- Thorough knowledge of print processes, specifications and substrates, particularly litho, flexo, gravure and dry offset
- Experience of Esko packages, Backstage and Desk Pack.
- Web design skills using Flash, Dreamweaver and Fireworks
- Strong drawing and painting ability in different styles in both natural and digital media
- Character, creature, vehicle and environment concept design and illustration
- Experience working in both in-house and studio environments
- Ability to work within a team or under my own initiative
- Able to work to tight budgets and deadlines
- Strong critical faculties and the ability to learn quickly
- Able to communicate effectively at all levels

Education

- 1996-2000: Royal Holloway, University of London, Egham
BA Hon. History, Ancient and Medieval, 2:2
- 1991-1995: St Benedict's School, Eaton Rise, Ealing
A-Levels: Art, English – A, History – B
- Oct. 1995: RMA Sandhurst, Officer Training for SSLC
(Short Service Limited Commission, with the Royal Artillery)
Voluntarily retired on final day of training
- April 2001: University of Gloucestershire
CELTA Teaching English as a Foreign Language Course, Pass

Hobbies and Interests

While much of my time is spent designing, artworking, illustrating and creating 3D renders for work, my freelance clients, or just my own amusement, I'm also a family man, so most of my free time is spent playing with my sons and doing odd jobs around the house and garden. I read a huge amount, mostly thanks to the fact I do not drive and therefore spend a lot of time sat on public transport. Reading interests include modern and classic literature, scientific, historical and cultural analysis, and graphic novels, of which many would say I have far too many. I also have a mild addiction to Kid Robot toys, but I try to keep this in check by refusing to even visit their website unless I am going to visit their store while visiting my parents in New York.