

VICTORIA BURCH

ART & DESIGN LECTURER • GRAPHIC DESIGNER

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PROFILE

Since qualifying in 1992 I have worked for a cross section of different companies within the design industry as a graphic designer. Currently I am self employed and run my own small business from home, as well as teaching as a qualified Art & Design lecturer for South Essex College two days per week.

My design industry skill set includes; logo design, corporate ID, application of branding and rebranding, magazine layout, newsletters, brochures, posters, leaflets, publicity material and web design as well as large scale artwork work including; exhibition stands and merchandise for events and promotions. I have an advanced print and production knowledge and am able to project manage from conception through to completion.

I would describe myself as self sufficient, motivated, meticulous, thorough and work confidently as an individual or as part of a team. I have good interpersonal and communication skills, able to work with staff on all levels including; directors, senior staff, editors, contributors, production, print and marketing staff, as well as students of all ages and abilities.

EDUCATION

BA Contemporary Art & Design, Writtle University College, Sep 2016 - May 2019
Dttls Teaching Qualification, South Essex College Jan 2013
Pttls Teaching Qualification, South Essex College Jun 2010
Upholstery & Design for Upholstery, Southend Adult Community College, Jun 2000
National Diploma in Art & Design, Thurrock Technical College Jun 1992

SOFTWARE

Adobe Creative Suite; Photoshop, Illustrator, InDesign, Dreamweaver, I Movie on both Mac and PC platforms. Microsoft Word, Excel, Power-point and Word Press.

EMPLOYMENT

Art & Design Lecturer South Essex College, Sep 2015 - Present day
Teaching on Access to HE Art & Design (Gateway) to 19yrs+ cohort.
Teaching delivery includes; Graphic Design, Printmaking, 2D Visual, Mixed Media and basic drawing skills, as well as Adobe Creative Suite software training. Other teaching duties include; planning for learning and assessment, assessment, organising group work and classroom management.

Senior Graphic Designer Small business Owner, Dot-ink.co P/T, Apr 2014 - Present day
Running a small business from home, I have a small network of clients which include two NHS trusts and a selection of small businesses and organisations. As a freelance graphic designer, I manage a range of small projects from start to finish, this work also includes some website design.

Graphics Lecturer South Essex College, May 2014 - Jun 2015
Delivering Graphic Design Extended Level 3 Diploma (UAL) to 16-19yrs cohort.
Delivering a Graphic Design unit (Gateway) to 19yrs+ cohort on Access to HE Art & Design course. Other duties included; planning for learning, planning for assessment, assessment and classroom management.

Senior Graphic Designer Full Spectrum Design Ltd, Dec 2014 - Dec 2015
A senior freelance role responsible for design, management and production of a range of different projects including; logo design, corporate ID, application of branding, re branding, magazines, newsletters, brochures, posters, leaflets and publicity material.

EMPLOYMENT

Senior Graphic Designer Full Spectrum Design Ltd, Dec 2014 - Dec 2015

A senior freelance role responsible for design, management and production of a range of different projects including; logo design, corporate ID, application of branding, re branding, magazines, newsletters, brochures, posters, leaflets and publicity material.

Creative Services Manager North East London NHS Trust, May 2013 - Dec 2013

As a senior designer and lead authority on creative services for this area I oversaw design management and production of all corporate publicity materials and publications produced for the North East London NHS trust. My duties included; commissioning, editing, proof reading and coordinating the production of all print material across the many community services and the corporate sector within the trust. As well as advising members of staff on information, material needs, including the design and content of information for their services, for a range of formats and audiences. Proof reading all material prior to production. Working with other staff to ensure that information produced was within the NHS editorial guidelines that all printed material adhered to the North East London NHS trust brand. Achievements while in this post include; design and conception of the NELFT brand refresh and implementation.

Graphics Tutor Central Training Group, Apr 2011 - Dec 2012

Teaching BTEC National Diploma Graphic Design (level 2) to part-time students including; 16-19yrs and adult learners. Delivery; eight units covering basic graphic design skills including; research and initial sketching, concept development, brand and corporate identity, page layout and typography, including basic software training. Other teaching duties included; planning for learning and assessment, assessment, organising group work and classroom management.

Art & Design/Textiles Tutor (Assisting) Chase High School, Jan - April 2011

As a volunteer, I assisted with the BTEC National Diploma in Art & Design to 6th Form students, as well as helping out with Year 11 textiles class, to gain teaching experience.

Graphic Designer London Borough of Hackney, Jun 2007 - Jan 2010

As a freelance graphic designer within a team of four designers, the team produced between 80-100 projects per week, for a range of departments and services within the council for the London Borough of Hackney. Working across a broad cross section of graphic design projects, which also included facilitating; project management, planning, costing, scheduling and client meetings.

PRIOR TO 2007

Page Media, Jun-Sep 10

Coutts, Mar-Apr 07

Artnik, Jan-Feb 07

Edexcel, Nov-Dec 06

Transport for London, Oct-Nov 06

Carlton Design, Jul-Sep 06

The Medical Research Council, Jun-Jul 06

Newham Council, May-Jun 06

Eagle Printers, Apr-Mar 06

The Big Agency, Nov-Sep 06

The Times Educational Supplement, May-Jun 06

El Sun (Spain), May-Oct 03

The Yellow Advertiser, Oct-May 01

IPC Magazines May, Jun 97

Aspen Specialist Media, May-Dec 96

The Leigh Times, Sep-Nov 06

Fidelity Colour Printers, Jun-Sep 95

RSCG Conran, Nov 95

Marshall Cavendish, Jan 94-Mar 95

REFERENCES

Rev Dr. Cherry Sandover, Contextual Studies Lecturer, South Essex College

Email: Cherry.Sandover@southessex.ac.uk

Abi Thompson, Head of Art, Design & Business, South Essex College

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