mike walsh

✉ mwalsh@enterprise.net
💬 0797954190
Pf https://mwalsh.design
G Gumroad Store

St Adobe Stock Content
🐦 @MikeWal52079645
in mike-walsh-36a1aa
📷 mike_oxford_uk

Profile:

I am an established creative designer constantly endeavouring to provide solutions that deliver on message, that stand out and provoke action. I value every project I work on and treat each one with the respect it deserves. I have been working in graphic design for many years and have created documentation, artwork and eye catching designs for a variety of clients. I focus on creating a distinct, on-brand look with a creative edge and pay particular attention to detail.

I managed my own Graphic Design business for several years, specialising in print solutions to local franchises using Adobe Illustrator and Aldus PageMaker (the precursor of InDesign) whilst simultaneously pursuing a successful career as a computer software pre-sales engineer. I gained extensive experience with a broad range of organisations of all sizes including major publishers, Government, Banks, Telecomms & Advertisers including organisations such as The FT, The MoD & FCO, Nomura, Deutsche Bank, BT, O2, Vodafone, Virgin Media, etc. I have also worked with a myriad of web-based businesses, helping with their UI, online branding consistency and e-commerce advertising strategies. Much of the commercial activity was conducted at C-level as well as with technical engineers and I made personal contributions through the entire customer engagement life-cycle. I am now looking to persue an exciting future concentrating on Graphic Design in a World of AI.

Key strengths (including but not limited to):

- **Creativity**: The ability to think outside the cube, generate fresh ideas, and create visually appealing designs.
- **Technical proficiency**: Proficiency in design software such as Adobe Creative Suite, Microsoft Windows/Office Applications, Blender 3D software and other relevant tools and skills.
- **Communication skills**: Strong verbal and written communication skills to effectively collaborate with clients, team members, and stakeholders.
- **Attention to detail**: A meticulous eye for detail to ensure accuracy and precision in effective, motivating designs.
- **Time management**: Ability to manage multiple projects simultaneously, prioritize tasks, and meet deadlines in fast-paced graphic design environments.
- **Problem-solving**: Able to identify design challenges and come up with innovative solutions to exceed client's brief requirements.
- **Typography and layout skills**: A solid understanding of typography principles, composition, and layout design crucial for creating visually appealing and readable designs.
- **Knowledge of colour theory**: A good understanding of colour psychology, harmony, and contrast to effectively use colour in design creations.
- **Branding and marketing knowledge**: Familiar with branding principles and marketing concepts within graphic design to create designs that align with the client's brand identity and objectives.
- **Collaboration**: Ability to work in teams or closely with clients to collaborate, take feedback constructively, and work towards common goals.
- **Adaptability**: Graphic design is constantly evolving, so being open to learning new tools, techniques, and design trends is an essential trait particularly in the age of AI.
- **Portfolio**: I have a strong and comprehensive portfolio showcasing a range of design work, including different styles and mediums, demonstrating skills, creativity, and experience.

Key technical skills (including but not limited to):

Skill	Level		Skill	Level
Adobe Creative Cloud	●————— (high)		Microsoft Office 365	●————— (high)
InDesign	●————— (high)		Word	——————● (very high)
Photoshop	●————— (high)		Excel	———●—— (mid)
Illustrator	——●——— (mid-high)		Outlook	—————●— (high)
XD	——●——— (mid)		PowerPoint	————●— (high)
After Effects	——●——— (mid)		Edge	—————●— (high)
Dimension	————●— (high)		Bing	————●— (high)
Aero	———●—— (mid-high)		ChatGPT	————●— (high)
Acrobat DC	————●— (high)		Bard	————●— (high)
Adobe Stock	—————●— (high)		Midjourney	——————● (very high)
Firefly	—————●— (high)		Blender 3D	—————●— (high)

Education, Experience and Training:

Degree in Computer Science (including programming and system architecture).

25+ years in Technical Computer Software Consulting across a broad range of industry sectors.

Specialist professional courses provided by bringyourownlaptop.com completed both at beginner & expert level in Adobe InDesign, Photoshop, Illustrator, XD, After Effects & Lightroom.

References & Professional Certification and Licences in 80+ design related skills. See LinkedIn Certificates for details.

Membership LinkedIn Professional Groups and other social media for their knowledge and support communities.

670+ subscriptions to YouTube educators in the fields of 3D, Graphic Design tools & concepts, Photography & AI. ¶