

Miffy Llwyd-Williams

CONTACT

✉ miffy.lw@gmail.com

PORTFOLIO

🐼 <http://miffy.carbonmade.com>

PERSONAL PROFILE

I love exciting and inventive design be it in magazines, books and novelty, gifts/products and graphic design. I enjoy utilising my ideas and skills on a variety of publishing and digital projects. I'm a genuinely friendly and hard working individual currently remote working from the Midlands. I have extensive design experience, working on leading licensed brands for large media companies working across the EU.

I am always looking for a new project and opportunity. I'll bring lots of enthusiasm, relevant software knowledge and a keen eye for detail. I am able to work in or out of house depending on location and work traditional office hours as required. I'm currently a self employed freelancer but I can also take on fixed term contracts depending on current work commitments.

INTERESTS

Window shopping, music, design and arts, contemporary crafts, video games, films & boxsets and spending time with friends.

PROFESSIONAL EXPERIENCE

2014 - Present

FREELANCE DESIGNER/ART EDITOR

Design for predominantly Immediate Media and Egmont Publishing. Designing and assisting on a variety of publishing projects as well as marketing work and digital. Design cover for staff absence and short term contracts, as well as regular work on monthly children's titles via remote working.

15/11/2015 - 15/11/2016

ART EDITOR Egmont UK Ltd. 1 Nicholas Road, London W11 4AN

Fixed term contract. Design for the Thomas & Friends magazine portfolio, assisting on launches and one off projects as needed. Designing cover mounts, poly-bags and sticker sheets on a regular basis. Liaising with licensors for brand approval and all pre press checks. Deputising for the Senior Art Editor in their absence. Testing and aiding the implementation of Censhare within the UK arm of Egmont, liaising with head office in Copenhagen and third party technical leads across Europe. Briefing and managing Freelancers and working closely with the editorial and buying teams to ensure the magazines are to brand guidelines and maintain design consistency.

1/2/2010 - 13/12/2013

SENIOR DESIGNER BBC/Immediate Media Co. 44 Brook Green, London W6 7BT

Design for various pre-school titles including *Alphablocks*, *CBeebies Art*, *Mr Men & Little Miss*, and *Toybox*. Design for the award winning *CBeebies magazine* digital app and managing of the project as and when required. Keeping to tight deadlines and checking proofs and swatches. Designing a wide variety of cover mounts and poly bags. Creating original artwork and illustrations. Working closely with the Art Editors and editorial teams.

Keeping to brand style guides and BBC editorial guidelines, attending and contributing to planning meetings. Design on marketing projects and materials, including a *CBeebies Interactive magazine* promotion for NetMums and various pitches. Additional Freelance design work as requested and deputising for the Senior Art Editor in their absence.

20/6/2005 - 29/1/2010

DESIGNER TITAN Publishing Group. Southwark Street, London SE1 0UP

Designing all layouts and covers for *Roary the Racing Car* magazine (pre-school title) and *The Best of The Simpsons* comic. Also designer of *Bratz* (age 7-11 pre-teen title) magazine UK and US editions. Various books, graphic novels and magazine pitches/dummies including *Timmy Time* and *Tinga Tinga Tales*.

Working closely with editorial and marketing teams on all publications and designing house advertisements and a wide range of marketing promotional material, cover mounts and web banners/landing pages for Titan as well as clients such as Sky and Walmart. Keeping to Brand style guides. Creating original artwork and simple illustrations. Keeping to tight deadlines and time sheets. Checking proofs and liaising with the production team.

TECHNICAL SKILLS

Extensive IT skills including working knowledge of: Adobe **InDesign**, **Photoshop**, **Illustrator** and **QuarkXpress**.

Also Universal Type Client, Digital Asset Management, Acrobat, Censhare. Knowledge of MS Office, AppStudio. Mac & PC literate.

SPECIALTIES

- Design for print and publishing
- Consumer magazines
- Special Interest publications
- Children's magazines and comics
- Children's books
- Graphic novels
- Brand licensed products
- Cover mounts & 'gifts'
- Sticker sheets & poly-bags
- Simple craft and paper makes
- Logos and marketing material

EDUCATION

1997 - 2000

BA Hons Visual Studies 2:1

Norwich School of Art and Design