

CHOCOLATE TOAST

creative services

robert bosson

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Who am I?

Hello!

My name is Robert Bosson, and if you've a need for an experienced senior freelancer to realise your vision and help deliver that important project, then let me help.

I've lived and breathed 25 years in the industry, delivering all nature of visual communications such as FMCG, direct marketing, service brands, pharma, property, finance, automotive, music, the lot. I provide across-the-board creative and studio services, including truly integrated design, rock solid creative artwork and creative retouch.

I'm comfortable signing off work and mentoring junior staff when required.

The requisite meticulous eye for craft, typography, with a love of copywriting and wordsmithery, I'm at home working all today's media channels. I've created OOH large print, exhibitions, the built environment, way-finding experiences, digital comms inc. desktop and mobile emails, banner ads, social media, animated GIFS. Not forgetting good old fashion bespoke DM door drop mailers, the humble mag and rag ads too. A touch of video and good pro audio recording, editing and mixing experience as well - I'm an SAE graduate and qualified audio engineer, which means I learned how to make the best brew in London whilst setting up microphones and mixing desks.

I also practice the traditional craft of film photography and film developing whilst feeding my interest in social issues through my documentary and independent photojournalism projects. Studying the rules of composition and light is beneficial towards the refinement of my design and retouch offering, and to this end I include a small selection of my personal work and projects within my professional portfolio.

Qualifications

1991 - BTEC ND Graphic Design, Barking Technical College, Essex.

1999 - SAE Audio Engineering Diploma, The SAE Institute, London.

References

Available upon request.

What's kept me out of mischief.

August 2012 - present

Chocolate Toast Ltd - Freelance creative and studio services

Since August 2012 I've been working through my own limited company, providing services in a freelance capacity, both in-house within ad agencies, design studios, media publishing houses and also for my own independent clients.

April 2006 - August 2012

Rapier, London - Senior Creative artworker

From 2006 to 2012 I was an integral member of Rapier's multi-disciplined studio. Rapier was an award winning top 100 agency and Campaign's Direct Agency of the Decade. I designed, artworked & photo retouched for both print and digital platforms. I worked closely with producers in ensuring quality and timely creation & delivery of artwork and visuals from every stage of the creative process. I developed and crafted ideas and creative concepts. I also grew my digital knowledge through Adobe Flash training and on animations for presentation purposes. All design process was in collaboration with art directors. I ensured that internal briefs and client objectives were fulfilled. Clients include Vell, RAC, Virgin Media, Lloyds TSB and Mercedes-Benz to name but a few.

2000 - April 2006

Blueplate / GWS, London - Designer, creative artworker, retoucher

Worked here for an independent leading West-End creative facilities studio. Conceived creative solutions within tight deadlines with art directors. Designed, artworked and photo retouched various print including reports, leaflets, newsletters and other BTL media. Clients include the Metropolitan Police Service, The Home Office, The Food Standards Agency, The British Retail Consortium and The Telegraph Group.

1998 - 2000

The SAE Institute, London - Audio engineer

Took a sabbatical to pursue my interest in audio production. Studied mathematics, electronics, acoustic science and audio production technology.

> **ONLINE PORTFOLIO HERE** <