

Laila Meachin

Independent Graphic Designer • Project Manager • Creative Artworker

Based in Henley-on-Thames with extensive experience in design and design management for marketing and publishing I offer a professional reliable service

Skills

- In-depth knowledge of InDesign, Quark, Photoshop and Illustrator
- Website design and maintenance
- Close attention to typographic detail, copywriting and editing
- Good organiser and communicator
- Highly practiced in budget and schedule control
- Wide experience of illustration and photography commissioning
- Very confident liaising with clients and suppliers
- Focused and effective project management
- Fast and accurate work always
- 2:1 BA Hons Architecture

Experience

Independent Graphic Designer, Project Manager & Creative Artworker 2006 - 2011

During this time I have designed and produced many items for the successful relaunch and ongoing promotion of Expert Fitness Studio, working closely with their Development Manager. I have designed a prestigious 172 page technical and sales handbook for Gooding Aluminium, working with the Director based in London. Following this I updated GA's website in line with the new handbook and produced a series of adverts for professional architectural magazines. I have designed and typeset many books for Macmillan Publishers, which often include managing and commissioning hundreds of pieces of illustration and photos. I've designed promotional, packaging and point of sale items for craft brewery Lovibonds. I've taken on many complete projects for companies out of house when they've had an overload and need additional support for their marketing and design departments, including regular work for the Guide Dogs. I also work in-house for a number of companies providing ad-hoc short term coverage, including work for the public and private sectors on annual reports, case studies and press releases.

Managing Designer, Macmillan Publishers, Oxford, 2001 - 2006

Hands-on design and design project management of Macmillan's flagship business English language teaching books for adults. Working with editors, picture researchers, production, marketing departments and software developers to initiate and develop design concepts through to realisation of the final printed and electronic products.

Senior Designer, Trapeze Design, London, 1994 - 2001

Projects included branding, sales and technical literature, packaging and point of sale. Trapeze Design's main clients were ICI Paints - Dulux and NCS - Natural Color System. Whilst at Trapeze I designed the 300 page website www.ncscolour.co.uk still used by architects, designers and manufacturers internationally.

Testimonials

'Laila has been a joy to work with - reacting to tight timeframes, and making sure our projects look great. Her efforts are always appreciated and we'd have no problem with recommending her.' Steve Crabtree, Managing Director, Wild Apple Design

'In our latest handbook Laila has both captured and reflected the essence of high quality that I was seeking to achieve in the promotion of the GA brand and associated product range.'
David Gooding, Managing Director, Gooding Aluminium

Contact me today to help make your next project a success

