

CRAIG PARKER

GRAPHIC DESIGNER

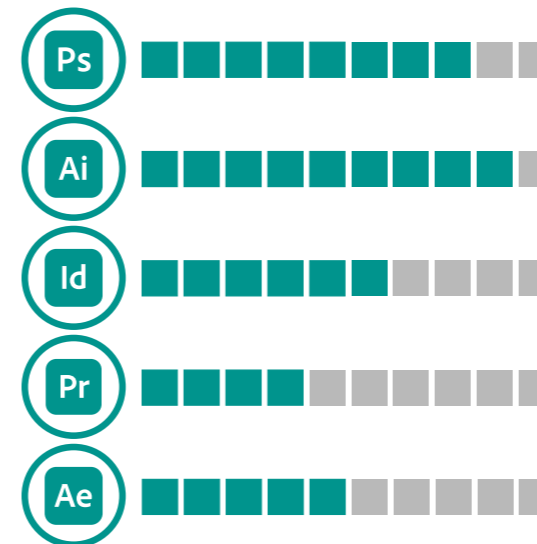
A highly versatile graphic designer with extensive experience in design and illustration for digital and print media, including apparel, brand identity and asset design for professional sports teams and athletes. Able to work independently from concept to production on a variety of projects, I am experienced in client management, social media campaign strategy, and have positive history of working with in-house design studios of large companies. A well-rounded skillset including logo design and brand identity, illustration, typography, video editing and production, motion graphics, social media management and strategy, and apparel design make me an outstanding fit for any graphic design team.



CONTACT

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- ✉ C.PARKER94@ICLOUD.COM
- 📍 35 HARLINGTON AVE, NORWICH, NR6 5LJ

ADOBE CC SKILLSET



QUALIFICATIONS

- **BA (hons) Graphic Design**
Norwich School of Art & Design
- **Advanced GNVQ In Art & Design**
Norwich School of Art & Design
- **3 A-Levels - Art/ Media Studies/History**
Blyth-Jex Sixth Form
- **6 GCSEs - including Art/English/Maths**
Blyth-Jex Secondary School

INTERESTS



WORK EXPERIENCE

Graphic / Apparel Designer

Sandbox Action Sports Aesthetics / 2020 - Present

- Designs and illustrations for digital and print media including apparel.
- Brand identity and asset design for professional sports teams and athletes.
- Independent concept to production management on a variety of projects and products.
- Client project management including design, development and technical specifications for production.
- Social media campaign strategy, design and execution for Sandbox and clients.
- Responsible for marketing campaigns and budgets.

Graphic Designer / Artworker

Barconwood Ltd / 2014 - 2020

- Created several brand identities used by large companies throughout the country.
- Worked along side the 'in house' design studios of companies including Marks & Spencer, Dr Oetker, Starbucks and Costa to comply with brand standard guidelines.
- Assisted with the creation of the Barconwood website, brochures and other marketing collateral.
- Lead designer involved with a full refit of the University of Bolton's dining area which became the showcase for other sites.
- Operation of Epson and Mimaki printers and plotters to produce final printed products.

Deputy Manager / Marketing Lead

Hollywood Bowl / 2013 - 2020

- Day to day management of site.
- Increased weekly data capture by up to 30%.
- Responsible for off site events to generate business leads.
- Initiated several B2B relationships within the community.

Freelance Designer

Self Employed / 2006 - Present

Services in the area of:

- Logo and Brand Identity Design.
- Illustration.
- Typography.
- Video Editing and Production.
- Motion Graphics.
- Social Media Design and Strategy.
- Apparel Design.
- Digital Marketing.

MATT POPE MOTORCYCLES

Matt Pope motorcycles is a Kawasaki and Gasgas dealership based in Fakenham. I have worked with Matt for almost three years now. What started as a brand identity design for the shops motocross race team, it has evolved into marketing material, digital and print asset creation, apparel design and social media mangement.



BRANDING



GET
ON THE
GAS!



SOCIAL MEDIA

180
VENZ JERSEY & PANT
DARK INDIGO

360
RKANE JERSEY & PANT
GREY/YELLOW

360
MERZ JERSEY & PANT
RED/BLACK

360
DVIDE JERSEY & PANT
BLACK/ORANGE

NEW FOX RACING STYLES IN STOCK NEW FOX RACING STYLES IN STOCK MATT POPE MOTORCYCLES

NEW FOX RACING STYLES IN STOCK

180
VENZ JERSEY & PANT
DARK INDIGO

MATT POPE MOTORCYCLES

NEW FOX RACING STYLES IN STOCK

360
RKANE JERSEY & PANT
GREY/YELLOW

MATT POPE MOTORCYCLES

NEW FOX RACING STYLES IN STOCK

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RED/BLACK

MATT POPE MOTORCYCLES

NEW FOX RACING STYLES IN STOCK

360
DVIDE JERSEY & PANT
BLACK/ORANGE

MATT POPE MOTORCYCLES

WIN AN MPM GASGAS TEAM HOODIE.

MATT POPE MOTORCYCLES

R250

POC

K4 CAMO LIMITED EDITION
KNEE BRACE

MATT POPE MOTORCYCLES

€1000 OFF

GASGAS
2023 EC250

MATT POPE MOTORCYCLES

21:30

mattpopemotorcycles 2h

€1000 OFF

GASGAS
2023 EC250

MATT POPE MOTORCYCLES

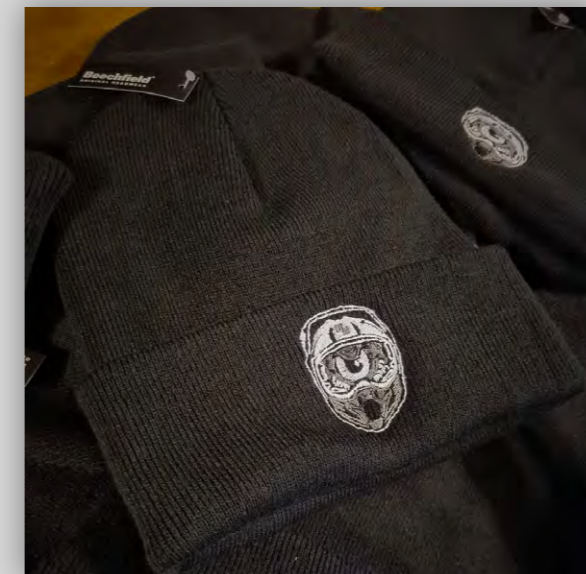
Send message

MOTO MONSTA

Moto Monsta is a motorcycle dealership and work shop based in the east of England. Max approached me to create a new logo for his brand including a word mark and a mascot that could be used independently from each other. This was then used to create digital and print based marketing collateral as well as apparel for his customers to buy.



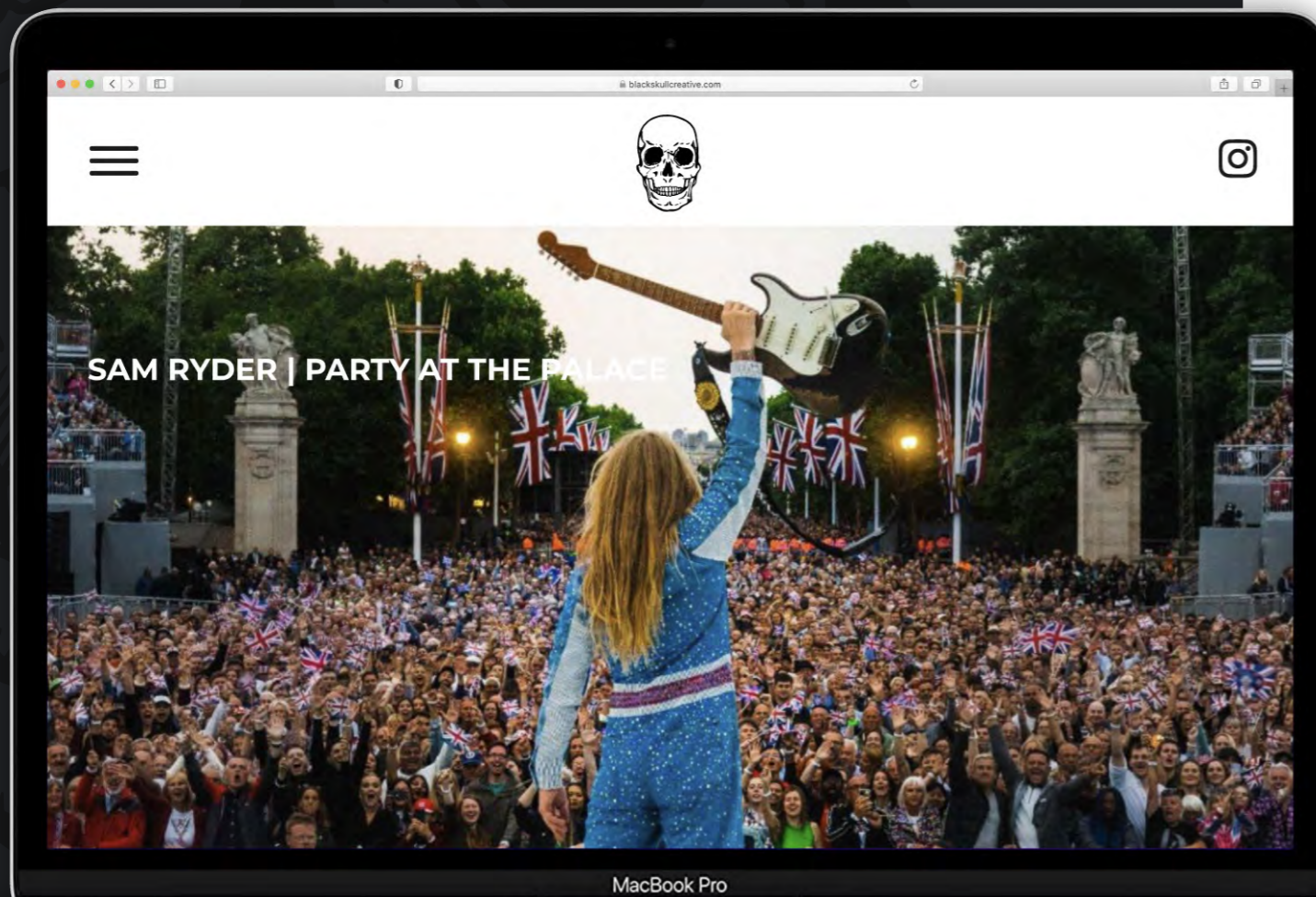
BRANDING



BLACK SKULL CREATIVE

Black Skull is a global creative studio that conceptualises and delivers dynamic and innovative experiences for a wide range of clients. From bespoke performances for music artists and brands to stadium scale spectacles for international high profile events. Working together we developed a full branding package including a new logo, and marketing collateral to help boost the brands overall image.

BRANDING

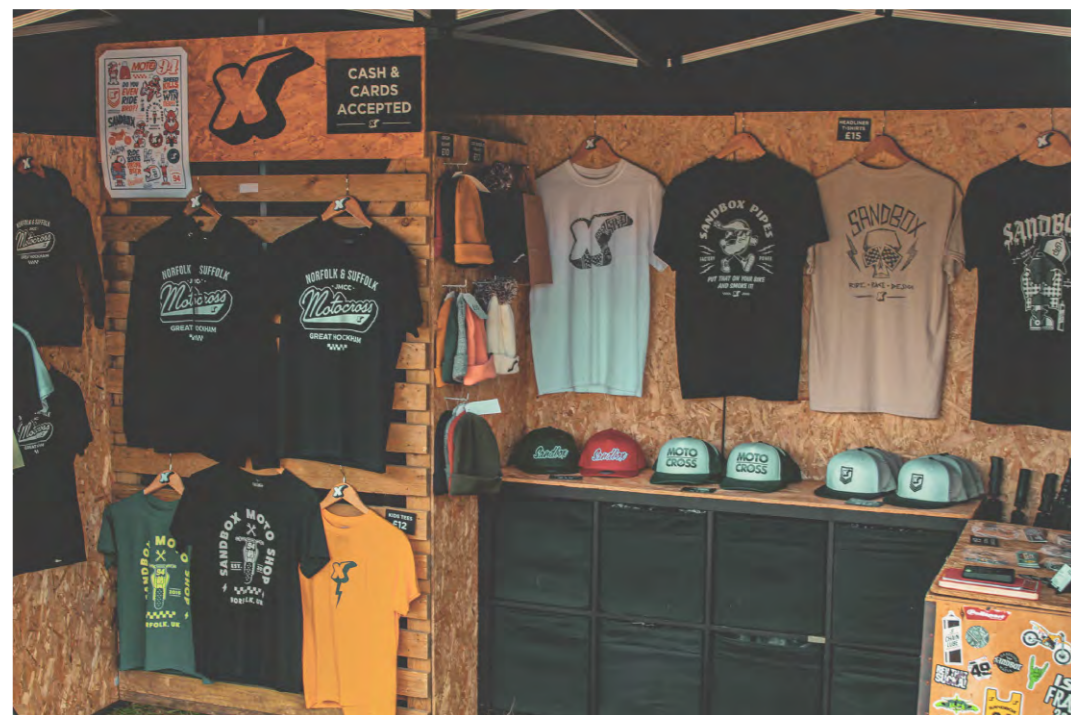


SANDBOX ACTION SPORTS AESTHETICS

Sandbox Action Sports Aesthetics is a creative endeavour of mine, designing graphics and artwork for the two wheeled adrenaline fuelled industries of motocross, bmx, mountain biking, enduro and flattrack. I have produced illustrations and designs for bike graphics, t-shirts and apparel, posters and stickers all under the brands mantra: Ride. Race. Design. Through Sandbox, I have also managed to work alongside other like minded brands to develop artwork and various products for them.

BRANDING





APPAREL DESIGN

BARCONWOOD

Barconwood provide a complete range of products and services to companies in the catering and hospitality industry. I worked for Barconwood as a member of the in house design studio from 2014 to 2020 and I still continue to work for them in a freelance capacity from time to time. In my work with Barconwood I have developed and created many POS ad signage pieces which have been used in Schools, Hospitals, Racecourses and Football grounds all over the country.

ARTISAN RANGE

- LARGE CRATE**
Rustic wooden crate
SIZE: L500 x W400 x H100mm
CODE: RCL
- MEDIUM CRATE**
Rustic wooden crate
SIZE: L300 x W200 x H150mm
CODE: RCL
- LIGHTWEIGHT WOODEN SLATTED TRAYS - Set of 3**
SIZE: Small L220 x W150 x H70mm
SIZE: Medium L245 x W174 x H70mm
SIZE: Large L268 x W199 x H80mm
CODE: CRSET3
- COLOURED CRATES**
Colours: natural, rustic, brown, white wash, sage green and pale blue (other sizes available)
SIZE: L405 x W320 x H170mm
CODE: RCOL
- DARK WOOD CRATES**
SIZE: Medium L340 x W120 x H70mm
CODE: CRSETDWM
SIZE: Large L350 x W230 x H80mm
CODE: CRSETDWMG
- RUSTIC WOODEN BIKES**
SIZE: Large L400 x W300 x H70mm
CODE: RBKBLK
SIZE: Small L300 x W225 x H74mm
CODE: RBKBRN
- CHITTING TRAY**
SIZE: W300 x D450 x H155mm
CODE: CHTRAY
- COLOURED CRATE TRAY**
SIZE: 405 x 306 x 80
Available in 3 colours: white, blue and green
CODE: RCOLSHELF
- VINTAGE WOODEN BIKES**
SIZE: Small L280 x W120 x H110mm
CODE: VNBKSM
SIZE: Medium L300 x W150 x H150mm
CODE: VNBKMD

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www.barconwood.co.uk sales@barconwood.co.uk Tel: 01359 242490

RUSTIC CRATE STANDS

Our Rustic Crate Stands are made from large wooden crates that fix together in a combination of your choice.

EASY & QUICK TO ASSEMBLE! CREATE THE DISPLAY THAT YOU WANT!

CTSHELF1	CTSHELF2	CTSHELF4
SIZE: H1500mm x W800mm x D300mm	SIZE: H1500mm x W800mm x D300mm	SIZE: H1800mm x W900mm x D300mm
3 x CRATES with artificial grass	3 x CRATES + clear plastic screen & label holder	8 x CRATES with artificial grass

MIX AND MATCH YOUR DISPLAY! THE COMBINATIONS ARE ENDLESS...
Create an eye catching display area by adding artificial grass
OR Use as a merchandiser and add unbreakable clear plastic screens

Why not customise your display with items from our Artisan Range?

www.barconwood.co.uk sales@barconwood.co.uk Tel: 01359 242490 11

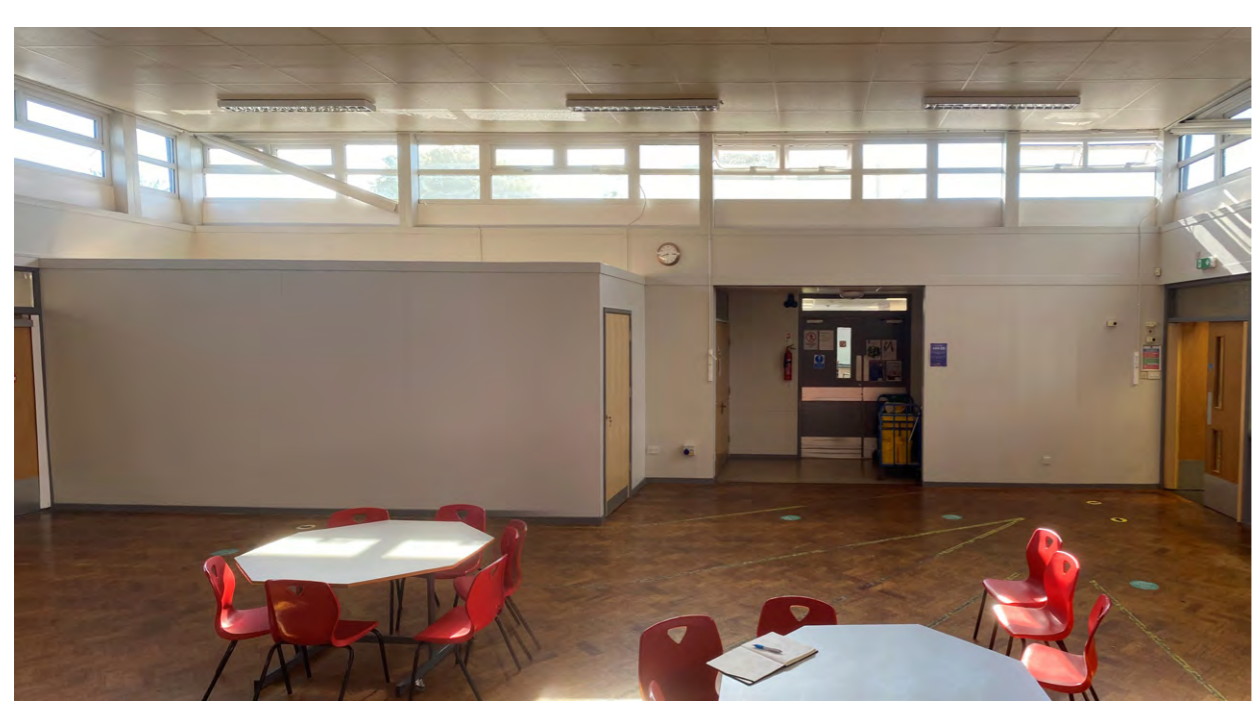
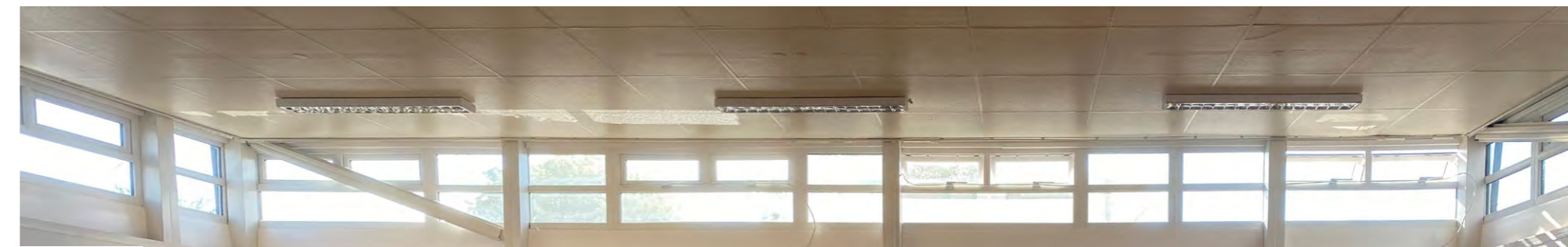
CHARLTON MANOR Restaurant

Whats on Next week

Week 1 Week 2 Week 3

Full Order Form

SIGNAGE & MARKETING





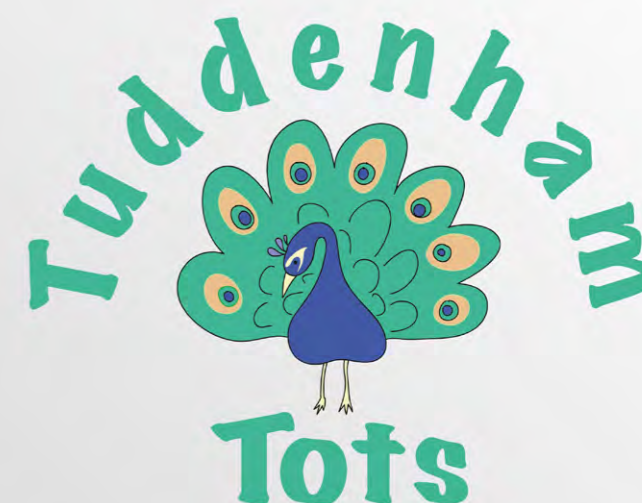
DESCENT
MEDIA



HOWARD LEWIS
DEVELOPMENTS



LOGO DESIGN



ILLUSTRATION

