

# PETER ANDREW RICHARDS

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## OBJECTIVE

I am looking to further my career working as part of a talented team in a challenging & creative role. I would relish a position that expands on my existing experience in digital design; specifically promotional, 3D, video production & motion graphic design.



## EDUCATION

### Graduated University of Bradford (2000)

- Honours Degree in Environmental Management & Technology (2-1) with 1 year industrial placement

### Bewdley High School (1996)

- A Level - Physics (B), Chemistry (D), Geography (C)
- GCSE - Science (2 x A\*) Maths (A), English Literature (A), English Language (B), Geography (B), Art (B), Design (B), French (F)



## EMPLOYMENT

### Halfords Limited, Redditch, UK (July 2011 to date)

- August 2012 to date - Digital Promotions Manager - Leading small design team responsible for design & production of all promotional areas on Halfords.com website.
- November 2011 to August 2012 - Working as Motion Graphics Designer and Video Editor producing video content for the halfords.com website & youtube channel.
- July 2011 to November 2011 - Online Promotions Designer - Responsible for creating all onsite espot ads for the halfords.com website. Working to tight deadlines with trading teams to ensure all offers are communicated effectively & on time.

### Self Employed. Trading as Pikuseru (2006 to date)

- Offering motion, web & graphic design services. [www.pikuseru.com](http://www.pikuseru.com)

### Polartech Group, Manchester, UK (2007 to 2009)

- Marketing Co-ordinator - Full time marketing role focusing on marketing services including advertising, exhibitions, press releases, company website & sales literature.
- Producing technical training videos & video presentations.

### Polartech Limited, Manchester, UK (2004 to 2007)

- Marketing Assistant / Commercial Assistant - Split role working for the Commercial Manager and Marketing Director. Commercial role concentrating on pricing and reporting with key responsibilities for the North American marketplace. Marketing role focusing on marketing services including advertising, exhibitions, press releases, company website & sales literature.
- Set up Polartech Asia Pacific's accounts and bookkeeping computer system with continued key responsibilities.

### Polartech Additives Inc., Dundas, Canada (2002 to 2004)

- General Manager - Responsible for the running of a small warehouse with particular emphasis on bookkeeping, account reporting & customer service.
- Producing global marketing print materials & building/updating company website.

### Polartech Limited, Manchester, UK (2000 to 2002)

- Management Trainee - The position included gaining experience and spending time in all aspects of the company including production, laboratory, accounts, commercial, sales & marketing.



## KEY SKILLS

### Conversant with a wide range of digital design and production software including:

- Video editing, compositing and effects: Adobe After Effects & Premier Pro
- 3D visualisation & animation: Maxon Cinema 4D
- Graphic design and image manipulation: Adobe Photoshop, Illustrator & InDesign
- Website design: Adobe Dreamweaver & Flash

### Trained to advanced level with Microsoft Office

### Experienced in double entry bookkeeping and accounting software

### Marketing strategies

- Cost effective techniques such as writing press releases and website search engine optimization
- Build relationships with key advertising partners

### Confident in customer facing roles

### Currently learning basic Japanese



## REFERENCES

References and letters of recommendation available on request.

