



# PIERS LE SUEUR

## CURRICULUM CV

### BIOGRAPHY

<b>Name:</b>	Piers Le Sueur	Bexley Christchurch 8007
<b>DOB:</b>	5 July 1968	Phone: 388 2081 Mobile: 021 055 2581
<b>Nationality:</b>	European Caucasian (Permanent Resident)	Email: piersls@xtra.co.nz
<b>Marital Status:</b>	Married with one child	<b>Other:</b> Healthy, Non Smoker
<b>Address:</b>	19 Carters Road	

### PROFILE

Highly proficient Graphic Designer/Artist with over 14 years experience designing and producing all manner of materials including Logos, Business Cards, Letterheads, Brochures, Labels, Packaging, Magazine and Newspaper adverts, Yellow page adverts, Catalogues, Newsletters, Posters, Website Design and more.

All produced to the highest production standards using the industry standard applications: Freehand, Illustrator, Quark, InDesign and Photoshop. Web production includes the use of Macromedia Dreamweaver, Fireworks and Flash. The inordinate volume of client files are archived and managed with Dantz Retrospect and Disk Tracker.

My skills in pre-press are highly tuned, able to turn out quickly and accurately any imposition of any document, from 1 - 4 colours including trapping etc in Litho or digital output (CTP and digital press) including prepping files for signage and large format bill boards etc utilising the latest PDF work flows where possible. I have a strong skill base in scanning and colour correcting images from all sources including digital cameras. I've also had plenty of experience preparing dielines for anything from simple business cards to complex packaging.

While most of my recent work has been completed on the Apple Macintosh platform, I am proficient with the Windows OS and well versed in that platform's requirements. Extremely focused and enthusiastic, I'm now seeking the next rewarding opportunity to spread my creative wings and make a successful impact in a client focused team.

### EXPERTISE

#### SOFTWARE PRINT

- Freehand
- Illustrator
- Quark
- InDesign
- Photoshop
- Painter

#### SOFTWARE WEB

- Dreamweaver
- Fireworks
- Flash

#### OTHER SOFTWARE

- MS Word
- MS Powerpoint
- MS Excel
- Time Keeping/Billing
- Dantz Retrospect file archive & retrieval

#### GENERAL

- Good concepting and design skills
- Fast and accurate
- Able to stay cool under pressure and tight deadlines
- Scanning and colour correction
- Photography and digital image acquisition
- PDF, Prepress and print work flows
- Mac OS v9 and OS X incl networking and client file management.
- Windows operating system
- Font use and management
- Project management - Client brief to project delivery
- Knowledge in paper stocks and special finishes and bindings
- Design and art preparation for Magazines, Newspapers and other print publications
- Design and art preparation for Packaging and labels
- Lite web design and production including flash
- Keep up to date with overseas trends and technology

### ACHIEVEMENTS

#### 2007 PUBLISHED PROJECTS

- 5 Logos featured in David E. Carters The Big Book of Logos #5 2007
- David E. Carters Big Book of Letterheads (published May 2007)

#### KNOWLEDGE AND SKILL IN DIGITAL PHOTOGRAPHY and CURRENT DIGITAL WORK FLOWS FOR PRINT MEDIA

- Every day when I can and in the evenings I keep up to date with international design websites and forums - from which I have been able to increase greatly my knowledge in both digital photography and digital work flows for print media.
- **PHOTOGRAPHY** - With the knowledge I have gained and the skill I have developed with my current employers prosumer digital camera, I have been able to take print quality photos of products and locations, negating the need for a much more expensive photographer.
- This saved both the studio much time and hassle which in turn yielded higher profits for the studio. Photography is an area I'd like to expand into more as time permits.
- **DIGITAL WORK FLOWS FOR PRINT MEDIA**
- Over the course of my employment at the studio in which I currently work, I have been able to build up several work flows all utilising Adobe Acrobat PDF as the corner stone for final art delivery. Using these work flows I have sent art work for everything from 2 colour business cards to film separation to 2 colour and 4 colours using CTP technology. It also includes output to digital presses as well as large

### WORK EXPERIENCE

#### YELLOW JERSEYS - Client - ArtnSoul Graphic Design

- I designed the logo from concept to print ready which followed on with business cards with which I used a special die for an extra touch of class, letterheads that are able to be printed on by a home office laser printer and labels for envelopes.
- This gave the client a highly professional image which helped win her much respect with a potentially large contract with a large government business - she won the contract.
- Winning this large client has enabled her business to take off and move forward much earlier than she had planned enabling a good springboard for future growth.

#### ARTNSOUL GRAPHIC DESIGN - PART TIME FREELANCE BUSINESS

August 2002 - Jan 2006

Creative Director - All duties including client liaison, printer and supplier liaison. Also all business duties.

#### DOUG CHAPMAN DESIGN

August 1992 - current (14years+)

Performed full graphic design duties producing design layouts and comps as well as production art and photography.

Also ran the studio solo on several occasions while boss was away.

### PERSONAL ATTRIBUTES AND HOBBIES

I am a conscientious worker, loyal and resourceful. Staying in control under pressure deadlines and panick situations are one of my better qualities. Also punctuality and good organisation are two more things that would make me an ideal candidate. But my very best qualities are tenacity and passion... they drive me.

Personally my hobbies include art and naturally design which is something I have been passionate about since I learned to hold a drawing implement. I very much admire and am inspired by the works of Jeff Fisher and Milton Glaser, also Chermayeff & Geismar as well as Tony Spaeth. Identity design is one area that I really enjoy, especially since the success of my last project (Yellow Jerseys).

Other hobbies include camping, motor racing, cars in general, motorcycles, walking, jigsaws, my mac and checking out great design on the internet.

**REFEREES**

**Von R. Glitschka**, illustrative Designer

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**Catherine (cat) Morley**

Design & Development Director:

Katz-i International Web & Graphic Design

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**Jeff Fisher** :: Engineer of Creative Identity

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