



**Sophie Anderson** [soph@gingerbread-lady.co.uk](mailto:soph@gingerbread-lady.co.uk) | [www.gingerbread-lady.co.uk](http://www.gingerbread-lady.co.uk) | **Mob: 0788 781 1070**

**About me** 9 years of design agency, in-house & freelance experience working individually & in teams across a wide range of design disciplines. **Specialist areas:** branding, packaging & web design.

Cheerful, outgoing, organized & accurate, responsible, efficient, motivated, meets deadlines, adaptable, a good communicator & team player & leader.

**Programs & Skills** Good knowledge of: Illustrator, Freehand, Photoshop, Dreamweaver  
Knowledge of: Indesign, Quark, Image ready, Flash

Art direction of illustration & photography, high end re-touching, mood board creation, precise mock ups, knowledge of print & production & artworking, web design & building.

### Design work

Ongoing **Personal clients:** branding, print, packaging & web design for the following -

abbyjohnston.com, amamakids.co.uk, Aoibheann Hopkins, carbonhalo.com, carolineirby.com, coffeeandcream.co.uk, Ei8ht, facetofacedigital.com, glamourguardian.com, gunpoint.info, janlordeyewear.com, Jimmy Choo, jodiechapman.com, Maison MK, Mrs Moon, Nubie, octopusrock.com, PeachyKeen Organics, Roohoo Films, T.O'D Jewellers, VUPbaby.co.uk, Wild Planet Soap, Yllume, yourhomestyle.co.uk, Zeli Rocha

05.06 - 07.07, 03.05 - 11.05 **The Body Shop:** Senior freelance packaging designer  
**Work:** extensive packaging design for Christmas 06/07/08 & Spring 07/08 ranges

12.05 - 04.06 **Marks & Spencer:** Senior freelance packaging designer  
**Work:** design for Christmas 06 range, Organic re-design & general food packaging

06.04 - 02.05 **Freelance design - Clients:** Bell design, Blumedia, BMB, First City Advertising, Geometry, Interbrand, Miller Bainbridge & Partners, The Location Guide, The Whole Hog

02.04 - 05.04 **Whittard of Chelsea:** Middleweight freelance packaging designer  
**Work:** packaging design & artwork for four main Christmas 05 ranges

06.02 - 01.04 **Astound:** Graphic retail designer  
**Work:** P.O.S, in-store graphics, print & packaging  
**Clients:** Direct Line, House of Fraser, My Travel, Somerfield, Superdrug, Starbucks, Tesco

03.02 - 05.02 **The Farm:** Freelance designer  
**Work:** general print & web design  
**Clients:** Tower Hamlets, [www.trustthedj.com](http://www.trustthedj.com)

01.00 - 02.02 **Mathmos:** In-house graphic designer  
**Work:** general print, brochures, packaging, P.O.S, web-design/building, window display.

### Qualifications

Liverpool John Moores 96 - 99 BA Hons Graphic Design: 2.1 (studio work: 2.1, dissertation: 1st)  
Manchester Metropolitan 95 - 96 Foundation course in Art & Design: Commendation  
St. Mary's School Ascot 88 - 95 3 A'levels: A, B, C

**Languages** English, Italian, French