



CONTACT

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AYESHA LOIS GARRETT

EDUCATION

BA Hons 2:i Arabic, Middle Eastern and Islamic Studies
(Durham)

MA Japanese Language and Society
(Sheffield)

User Interface Design and Evaluation
(Open University)

Maya Core and Visual Effects
(Escape Studios)

SKILLS

Photoshop



Illustrator



Flash



InDesign



Dreamweaver



CSS



Drupal



Maya



Final Cut Pro



Compressor



Shake



Boujou



Color



EXPERIENCE

7 years freelancing as web and graphic designer.
Design of branding, posters, leaflets, labels, cards etc. Full understanding of print process. Comprehensive design and consultation process for web design and implementation (CMS implementation with a web developer). Basic video editing and rendering. Production of 3d models, texturing, rendering and incorporating into film footage. Writing training material and manuals. Training personnel.
1 year at the 10:10 campaign (www.1010uk.org) leading a small design team. Details on next page.

INTERESTS

Flamenco, yoga, kathak dance, calligraphy, embroidery, environmental issues, science, technology, civic empowerment, photography, piano



PRINT. LEAFLETS. POSTERS. BROCHURES. PROGRAMMES. WEB. WEBSITES. FLASH APPLICATIONS. VIDEO PLAYERS. CMS SKINNING. 3D. MODELLING. TRACKING. VISUAL EFFECTS. VIDEO. EDITING. OUTPUT

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SUMMARY OF 2010

1 year at the high-profile 10:10 campaign - www.1010uk.org - leading a small design team but also liaising with designers globally, within the campaign and outside.

Nature of the work was fast-paced, reactive, varied in nature, and necessitated incredible flexibility and awareness of multiple deadlines.

Brand guardian at 10:10 for the campaign, developing the brand from a solid base to a wider set of applications.

Working with other strict brand guidelines e.g. O2, London Underground, to produce jointly branded material.

Producing deliverable assets for print in various media.

Drawing up specs and collating quotes for production of items.

Producing assets for the website development and maintenance.

Developing procedures for streamlining workflow and file sharing within the campaign as it grew.

HIGHLIGHTS

In addition to complete range of campaign collateral:

Logos, graphics and collateral for the 10/10/10 event which were utilised and adapted worldwide.

Animated graphic sequence on a Piccadilly Lights sign.

Design on a pink rubbish truck.

Producing designs for laser cutting a bookmark.

Animated graphic sequence on Spurs perimeter fences for an Aston Villa match.

Plasma screens in O2 stores nationwide.

Complete design, webdesign and branding for the Lighter Later Campaign www.lighterlater.org

Production of video assets and joint branding for a number of festivals including LoveBox and Bestival.

Facebook and twitter graphics.



PRINT. LEAFLETS. POSTERS. PRESENTATIONS. WEB. WEBSITES. FLASH ANIMATION. VIDEOING. VIDEO EDITING. MULTIMEDIA. FESTIVALS. LORRIES. MANAGING. SOCIAL MEDIA. BRANDING. JOINT BRANDING



FREELANCE HIGHLIGHTS

CRANLEIGH ARTS CENTRE

client management . branding . web design . implementation . subcontractor management

This was a full redesign for Cranleigh Arts Centre and included a custom-made content management and booking system, created with a web developer. A user's manual was written for this site, allowing staff to update the site easily.

SB MANAGEMENT

client management . web design . branding . subcontractor management

SB Management requested a three-part site for their three businesses, marketing, dance and fair-trade jewellery. The front page was the entry point. The mini-sites shared a similar layout, for reassuring consistency, but with different colour schemes.

ARAB ACADEMY

client management . web design . print layout . subcontractor management

I have worked with this online Arabic language education company for many years. In 2001 I created a home page that served as an entry portal for their students. In 2008 they asked me to redesign the page to foreground all the content that the site now held. This had to reflect a modern Arabic aesthetic, but appeal to the non-Arab visitor. This website is based on the Drupal CMS. A full manual was written to allow staff to manage all editorial and major administrative tasks. I have also produced printed materials for them.

ESCUELA DE BAILE

client management . web design . implementation . print layout

Twenty page full colour programme for a Flamenco performance in Sadlers Wells's Peacock Theatre. Regular leaflets for a Flamenco course with a move away from the traditional red and black. Adverts placed in theatre programmes. Design and implementation of their website.

LATIN QUARTER

client management . web design . implementation

Website for a dance studio in London. A bespoke video player was designed in Flash to show a 'glimpse into the studio' during a class. The player included custom made controls and was fully integrated into the web page.

QUALITY MONITORING INSTRUMENTS

client management . web design . implementation . print layout . drawing

I have worked with this marine safety company from the beginning of my freelancing career until the present day. Website design and implementation. Design of large exhibition display panels and interaction with printers. Layout of manuals, including some heavily graphic versions for non-native English speakers. Drawing of technical diagrams. Design of the faceplate for an oil mist detection monitor.

CYCLESTREETS

client management . branding . design . layout

Design for splash and icon of the CycleStreets App on the iPhone including production of all of the versions required. Design and layout of brochure for local authorities.

ACTORS CENTRE

client management . design . subcontractor management

Design and maintenance of website.



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