

PERSONAL STATEMENT

- I work well in a team but I can also go it alone. I am experienced in the requirements of maintaining a consistent theme throughout any material produced. I have also previously liaised with printers and IT professionals before, and created and maintained connections, in my role of in-house designer for United Wholesale, creating brochures and mock-ups, often with very tight deadlines, and I believe this experience will be of great value to yourselves.

AKEEL AHMAD

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CUSTOMER SERVICE EXPERIENCE

- Several years of dealing with customers on a face-to-face level, from taking orders for print/copy, from working with them to highly technical specifications, through to creating work orders and taking orders over the telephone and the counter.

SOFTWARE EXPERIENCE

- Over twenty years experience in Apple Macintosh Systems and expertise in wide variety of software, mainly: Adobe Creative Suite (Photoshop; Illustrator; Indesign; Acrobat); NeoOffice; VectorWorks, QuarkXpress; Bryce 7 Pro; Microsoft Word; Excel, Powerpoint; FileZilla FTP and BB Edit
- Other packages that I've used in the past: Freehand; Image Ready 2, Omnipage, Filemaker Pro, Specular Infini-D, DreamWeaver, Fireworks, Director, Fontographer, Metamorphosis-Professional; Streamline 3; Pagemaker

WORK EXPERIENCE

2015 - 2016

- Senior Artworker, EVM, Glasgow
- Main duties consisted of: preparing digital files for the Vutek RIP, prepping files for the vinyl cutter and preparing files for various cutting and routing machines for a variety of high-profile clientele: CALA Homes; MacTaggart & Mickel; Robertson Homes and Gracewell, as well as North Lanarkshire Council and Glasgow City Council

2011 - 2015

In-house Designer/Creative Artworker, United Wholesale Scotland, Queenslie, Glasgow

- Creating designs, layout and finished artwork on a three-weekly schedule for United Wholesale's regular brochure and Product List Order Form (PLOF); as well as promotional materials like the Presell-Order Form and retail kit (leaflets, posters and shelf-talkers) for the Day-Today Grocery Shop franchise. This entails sourcing graphics and images, including taking my own photographs, tidying them up in photoshop and rendering them fit for print, as well as contacting reps of the various companies to obtain the most up-to-date product shots.
- Liaising with the buyers to get the latest information for all the products which are on promotion at the given time. Additionally I also prepare any One-Day Specials and Trade Weekend Specials which may be required from time to time.
- I also create and prepare artwork for press-ads, primarily Scottish Grocer Magazine, and a few other publications as well. I also talk to the printers to schedule jobs and get quotes for any additional print jobs needing to be produced.

- In addition I upload the new graphics and PDFs onto the company's website via WordPress, the content management system. I mainly use the Adobe Creative Suite, as well as Microsoft Excel for spreadsheet functions and FileZilla for FTP transfer.

2003 - 2010

Mac operator, ServiceGraphics (B & S Graphics), Govan, Glasgow

- Main duties consisted of: preparing digital files sent in by design agencies and other clients, for output on the various large-format output devices in-house, namely the LAMBDA, INCA, AGFA Sherpa and Digital Die Cutter. Re-touching images and photographs, as well as a bit of typesetting and design. Producing cut-vinyl signage. The main software used is Quark, Photoshop, Illustrator, Indesign and Freehand. Additional work involved creating/planning exhibition spaces in 3D using VectorWorks, and then creating various views/renders in ArtLantis. Was made redundant as a result of economic conditions.

2003

Customer Service Manager, Kall Kwik Printing, Glasgow South

- Dealing with customers on an interpersonal level, taking

work orders from initial concept through to final product, copying and binding through to taking orders on the phone and quoting and estimating print jobs, liaising with artwork and print departments to ensure a free flow of works from start to finish.

1999 - 2002

Senior Designer, Kall Kwik Printing, Paisley

- Liaising with customers about their design/artwork requirements. Taking orders over the counter or telephone for print-orders. Creating artwork for print, using the standard graphic design packages.

1998 - 1999

Graphic Designer, Altair Graphic Design, Glasgow

- I helped set up this company, in which I worked as a office manager, graphic designer and account handler. Taking orders over the counter or telephone for print-orders. One of our contracts was Scotland's Oracle, a multicultural, community newspaper. I also designed the company's web page, and web pages for other clients.

1995 - 1998

Graphic Designer/Mac Technician, Kall Kwik Printing, Paisley

- Liaising with customers about their design/artwork requirements. Taking orders over the counter or telephone for print-orders. Creating artwork for print, using the standard graphic design packages.

1994 - 1995

Customer Services and Graphic Designer, Exacta Print, Glasgow

- Dealing with customers, taking orders for general duties like copying, laminating, binding as well as output from disk to colour copier and large format inkjet. Also did typesetting and design for print.

1994

Co-Editor, Nishan Magazine, Src, Glasgow,

- Designer, Ace Print Promotions Publications / D Zine Publishing

1993 - 1994

Layout Editor, Scottish Asian Voice

1992 - 1993

Freelance Graphic-Designer.

1989 - 1992

Lasergraphics Technician, Alphagraphics

1987 - 1989

Sales Assistant, Novastyles, Glasgow

1982 - 1987

Sales Assistant, In Vogue, Glasgow

INTERESTS AND OTHER INFORMATION

- Reading, Films, Science and Technology.
- Badminton, Pool, Tennis and Table Tennis.
- Created, designed and produced various special-interest fan-magazines over the years.
- Other projects include a novel under development.
- I have a full driving licence.
- I am bilingual and can converse in Punjabi
- Website: www.akeelahmad.co.uk

EDUCATION

- 1993 Self Designed Business Start-up course
- This was a part-time course, set up by Scottish Enterprise and the Woodlands Trust specifically for members of ethnic minority groups. It covered a wide variety of topics from Sales and Marketing to Legal matters and Taxation.
- 1975 - 1981 Shawlands Academy, Glasgow
- 1981 - 1982 Cardonald College, Glasgow
- SCE 'O' Grades: Geography, Arithmetic, Technical Drawing, Biology
- SCE 'H' Grades: English, Mathematics, Chemistry, Physics

REFERENCES

- **Kevin McIntyre, Account Handler,**
EVM, 604 Duke Street, Glasgow G31 1JX - Tel: 0141 554 2000. (professional)
- **Razvan Syed, Finance Director,**
United Wholesale (Scotland) Ltd, 110 Easter Queenslie Road, Glasgow G33 4UL - Tel: 0141 781 6600. (professional)
- **Mark Brown, Manager,**
ServiceGraphics Glasgow, City Link Central, 145 Helen Street, Glasgow G51 3HD - Tel: 0141 425 2300. (professional)
- **Matthew Scoles, Manager,**
MC Squared, Unit 9; Museum Business Park, Woodhead Road, Glasgow G53 7NN - Tel: 0141 876 4092. (professional)
- **Ruth MacPherson, Manager**
Exacta Print Ltd, 92 West Regent Street, Glasgow G2 2QD - Tel: 0141 352 6800 (professional)
- **Dr Sajid Hussain**
20 Logan Avenue, Crookfur, Glasgow G77 8LZ - Tel: 0141 639 4547. (character)