

# brynwallsdesign

- / art direction, publishing, graphic design, 3d
- / 07812 038368
- / brynwallsdesign@gmail.com
- / brynwallsdesign.com

## personal statement

I'm a dynamic graphic designer of over 25 years experience, working mainly within the publishing industry across a wide range of titles from short children's books through to heavy-weight medical home-reference volumes. Within this work I have been involved in both art direction and project management as well as 'hands-on' design work, with a good working knowledge of InDesign and Photoshop.

I have a catholic range of interests, ranging from an active participation in stone carving and lettering; non-functional, expressive typography; a strong and knowledgeable interest in natural history and science. I also read across a broad range of literary genres and have an extensive library of art and design books.

## creative achievements

- / evolved the Dorling Kindersley 'look' at a time when it had become tired and predictable.
- / art-directed some of DK's best-selling titles.
- / oversaw a team of up to 50 designers working in an integrated system with an approximately equal number of editors.
- / have project-managed books with budgets from £10K to approaching £1 million.
- / successfully led DK books into areas the company had never published previously, eg Military History.
- / ensured ongoing and appropriate innovation in long-term key DK relationships, eg the First Aid Manual with the First Aid Societies.
- / developed links with education through internships to give a wider, more diverse design intake for DK.
- / styled and developed a new range of children's reference titles for Scholastic Inc, plus developed all jackets for these titles.
- / developed a complimentary range of free, downloadable 'digi-books' for all print titles.
- / exhibited sculpture with Free Painters and Sculptors in the 'Then and Now' exhibition at the Royal Opera Arcade Gallery.

## key skills

- / excellent editorial design skills in visually structuring content for the page and across the book
- / experience of commissioning illustrators across a wide variety of media from full 3D photo-realistic artworks to traditional hand-drawn artworks
- / outward-looking across all areas of design
- / wide experience in photography commissioning and art direction – still life/location/people/animals
- / proven project management skills across a wide range of project types
- / strong leadership skills, particularly promoting the design-led message
- / technically proficient in InDesign and Photoshop
- / excellent team development and pastoral skills
- / good market awareness
- / wide range of contacts

freelance Art Director for children's reference list for Scholastic US, visiting lecturer on MA Information Design and Book Design courses at Reading University, stone carver

took voluntary redundancy from Dorling Kindersley to become a designer again

Art Director of Dorling Kindersley Adult Reference Department

employed as Design Assistant at Dorling Kindersley Ltd

BA (Hons) Visual Communication Design Ravensbourne College of Design (2.1)

Foundation Art and Design at Harrogate College of Art and Design (Distinction)

worked in R&D and QA laboratories of a local sticky-paper manufacturer in home town of Scarborough

600pp art encyclopedia  
organised chronologically  
with innovative 'central  
axis' layout

