

Haydn Cooper

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Curriculum Vitae

Skills and experience

- Experienced graphic designer and manager.
- Extensive experience in educational publishing and educational marketing.
- Strong at problem-solving, visually interpreting complex concepts and communicating ideas.
- Proven team management skills with a motivational and inclusive style of management.
- Good understanding of the entire publishing process, in print and online.
- Above, below and through the line design and marketing experience.
- Confident speaker, presenter and trainer with excellent written communication skills.
- Strong graphical design style, with emphasis on composition and form.
- Strong vector-based illustrative style; contemporary and witty.
- Confident, sociable and amiable personality; good at harmonising a team.

Employment history

Creative Director, 2d10, 2011—present

Established own business in 2011, specialising in graphic design and illustration.

- Designed and built website, produced promotional materials and began marketing activity.
- Set up necessary financial systems, meeting legal and HMRC requirements.
- Secured a range of projects in first year of trading.

Design and Editorial Manager, International Baccalaureate Organization, 2008—2011

Managed design, editing and production of publications, products and marketing materials. Responsible for quality, efficiency and cost-effectiveness of design, editorial and production services. Line managed team of four editors. Managed design and editorial budgets, supplier bases and team development needs. Developed team to accommodate organisational growth and expanding demand. Performed regular duties of Design Manager (see below) with expanded duties and responsibility.

- Reduced lead-in times for all curriculum publications by up to 20% through efficiencies.
- Updated and standardised processes and procedures to bring them in line with industry standards, thus allowing greater outsourcing potential.
- Expanded service from a single, specialised service to a range of flexible options available to a wider range of client groups.
- Implemented a merger of teams, changing team members' job roles and skillsets to those of production editors.
- Developed new tools and procedures for job-tracking and monitoring customer satisfaction, efficiency and agreed service levels.

Design Manager, International Baccalaureate Organization, 2006—2008

Project managed and designed a range of publishing and promotional materials in a range of languages and formats, including books, brochures, online resources, posters, leaflets, merchandising and display materials. Outsourced and art directed design suppliers. Managed design budget, monitored and managed the quality, efficiency and cost-effectiveness of design service.

- Rebranded the complete range of IB publications and managed the implementation.
- Implemented an integrated, single-source publishing solution across the department, which involved creating Word stylesheets, InDesign templates and CSS, training the editorial and production teams in their use and developing appropriate policies, procedures and resources.
- Standardised the content of curriculum documents, providing how-to guides, templates and training for authors and editors.

Graphic Designer, International Baccalaureate Organization, 2003—2006

Designed a range of curriculum and promotional materials for print. Ensured designs met organizational standards of quality, cost-effectiveness and accessibility. Provided advice and guidance on design-related matters.

- Established the design function from scratch, sourcing software, hardware and resources.
- Defined roles and responsibilities and developed policies and procedures for making design an integral function of the publishing department.

Head Designer, Solihull College of Further and Higher Education, 1999—2003

Led a team of three designers. Liaised with customers to develop briefs; costed production work; negotiated schedules. Responsible for workflow, quality control, progress chasing and reporting. Managed hardware and software requirements, maintenance contracts and stock levels. Commissioned photographers and sourced imagery. Provided advice and guidance on design, production and presentation-related matters.

- Redesigned company website and rebranded key departments.
- Developed and implemented a new job tracking system.
- Oversaw the successful completion of over 900 design jobs per year.

Designer, Solihull College of Further and Higher Education, 1997—1999

Designed and produced a wide range of materials including annual reports, websites, prospectuses, advertisements, curriculum documents, teaching materials, information for the disabled, posters, leaflets, banner stands, presentation materials, stationery, displays, merchandising and signage. Met agreed briefs, costs and deadlines. Assisted in marketing-related duties, such as manning display stands and assisting the public at open days.

- Worked successfully in fast-paced, pressured environment with high volume and quick turnaround.
- Part of award-winning project team (Heist Award for Best Educational Marketing Campaign)

Junior Designer, Solihull College of Further and Higher Education, 1996—1997

Assisted the design team in designing and preparing artwork for marketing materials, such as flyers, posters, leaflets and advertisements.

- Gained experience in a huge range of design and marketing tasks.
- Had daily contact with a wide range of suppliers and customers: members of the public, students, teachers, administrative staff and management.

Education

Access to Graphic Design, Solihull College, 1995—1996

BA (Hons) Visual Arts, Lancaster University, 1991—1994

5 x A Levels, **Queen Mary's Grammar School**, Walsall, 1989—1991