

Chris Cleary

Vastly experienced designer & artworker.

Expert typographer. First-rate retoucher. Print & screen. Unrelenting solution finder. Friendly, positive & proactive. Can-do attitude.

Portfolio and further information: chriscleary.co.uk

My career has spanned typography, typesetting and print, through to digital design, creative artwork, and retouching. My passion for type and layout was ignited during childhood, playing with leftover Letraset typesetting sheets. As a 16 year-old I trained at letterpress setting and printing, later joining celebrated digital type foundry, FontShop. My abilities and the skills I learnt earned me permanent employment with Publicis London, then with multiple ad agencies via TAG. Freelance followed in 2013, widening my experience with esteemed creatives and renowned brands still further.

Selected skills/experience

- press ad design, layout, typography & artworking
- posters, POS & OOH
- retouching
- email/CRM
- social & online advertising design & production
- guidelines
- web, mobile & UX
- high-end typesetting
- DM
- presentations
- typographic branding
- visualising
- consulting (on both workflow & typography)
- annual reports & brochures
- foreign language typesetting & transcreation
- occasional copywriting

Selected achievements

- helped to set up the Paris arm of The & Partnership, inducting and training permanent staff
- greatly improved workflow at Tag's specialist luxury brand department
- won at NMA Awards as typographer on press ads for COI (the Army)
- generated annual billings upwards of £600,000 p.a. for an employer
- spent a month as a freelance designer and consultant at Toyota Europe in Brussels, ascertaining the amount and type of permanent resource required
- created simplified 'quick reference' guidelines for artworkers and designers to use to improve consistency, efficiency and quality on several large brands

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Career history

Freelance (March 2013 –)

Design, typography, retouching, visualisation and creative artworking across all media types (mainly at various ad agencies in London), for varied brands including adidas, Anchor, Argos, British Gas, Dolce & Gabbana, Davidoff Cigars, easyJet, Flybe, Fullers, Gucci, Hugo Boss, Lacoste, Lexus, NatWest, Nestlé, Now TV, Post Office, Samsung, Sky, Stella McCartney, TalkTalk, Toyota, Three, Vodafone, Virgin Money and Yorkshire Building Society.

Tag Worldwide (November 2005 – March 2013)

Typographer/Designer/Creative Artworker across Tag's in-agency studios

I was employed as a troubleshooter to engage where needed at short notice and resolve typography, visualisation, retouching and artworking issues. This included assignments at various ad agencies including Publicis, CHI & Partners (now The & Partnership), Glue (now Isobar), The Box, Krow Communications, Mother, Brooklyn Brothers and 180 Amsterdam.

Publicis (June 2001 – November 2005)

Typographer/Deputy Design Director

Styling, development and brand guardian on various accounts including: Allied Domecq, Cadbury, COI (The Army), Ericsson, Fidelity Investments, Garnier, Hewlett-Packard, McVities, L'Oreal, Müller, Nestlé, Post Office, Procter & Gamble, Renault, UBS and Wonderbra.

Gargoyle Graphics (September 2000 – June 2001)

Typographer and **Studio Manager**

General design, typography, typesetting, proofreading and artworking.

Fontworks UK (February 1992 – September 2000)

Typographer and **Special Projects Operator**

Involved in typeface choices and applications for various clients ranging from advertising to packaging and publishing. Typographical and technical support. Modification and adaptation of typefaces. Design, artwork and print management of type specimen booklets.

Various early career roles (May 1987 – February 1992)

Including Letterpress Print Operator; Junior Toolmaker (centre-lathe turning, milling, grinding etc); Furniture Delivery; Postroom Manager; Warehouse Manager; Large Batch Assistant Chef etc.

Referees on request. Please email me and/or see chriscleary.co.uk/endorsements.