

# Fred Swindells

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## Graphic Designer with 7 years Retail, Stock and Hospitality Experience plus 3 years Freelancing Experience.

A foundation degree and pending BA graduate from NTU and regular freelancer from Staffordshire. I've a keen interest in Copywriting, Illustration and Art among my Graphic Design and Creative Direction practices, with research and clear client communication of the utmost importance. I am currently looking for a year-long placement once my final year at university has been completed in April.

### EXPERIENCE

#### Games Operator

HB Leisure  
Alton Towers  
Jun 2018 - Nov 2019

I worked as a Games Operator at the park, being in constant contact with the park's guests, mainly to encourage them to play my game, as well as being on hand to answer any queries they may have about the park. I was responsible for the cash and card transactions made by the guests and for re-stocking the game after closing hours, ensuring the attraction looked appealing for guests in preparation for the next day.

#### Trainee Architect

CTD Architects  
Leek, Staffordshire  
July 2019

At CTD Architects in Leek, I developed proposal plans and made amendments to past projects if the design brief had changed. Working with architects taught me how the proposals should be presented to the customers in order to maximise understanding of the enquiry. I used CAD programmes to create an appeal and aesthetic to new building designs and how each part of the proposal impacts of the purpose of the project. I learned about the day-to-day activities of a company and the offices, providing a key insight on how to act professionally and work with efficiency whilst in employment.

#### Retail Assisstant

Merlin Entertainments  
Alton Towers  
Feb 2020 - Dec 2020

At Alton Towers, I switched to retail, serving guests in food, beverage and merchandise shops that were present all across the varying sectors in the park. Most shifts I'd be located to a different shop, meaning adapting to a new environment became easy. Customer interaction was something I was used to and therefore I could focus on the sales targets for that day. Constant restocking was required to maintain the demand of customers. After a few months, I aided with product orders for each shop during the shift and was included in stock counts with managers.

#### Warehouse Operative

Wincanton Screwfix  
Stafford  
Mar 2021 - Sept 2021

As a warehouse operative, I progressed and trained for 7 different roles in my first 6 months at the company. The job involved receiving and sending Screwfix stock for transportation to retail stores, using stocking systems to monitor item progress and track orders when picking. I trained on despatch, where we organised and consolidated items cages before loading them onto the trucks for delivery. We had to ensure orders were fully complete and on time, involving much organisation and coordination with other departments in the warehouse and working with fast pace and quality.

#### Barman

Wetherspoon  
Nottingham  
Feb 2022 - July 2022

During my first year living at university, I was employed at The Roebuck Inn Wetherspoon next to Market Square. The pub would be incredibly busy during weekends and fast-thinking was key to make sure wait times on food and drink were kept to the set standards, as well as maintaining the desired atmosphere throughout the pub, ensuring all customers felt comfortable. Spotting hazards meant high concentration and being alert was a necessity. I discovered that a barman is as much as a sales person as they are a server, aiming to upsell responsibly and be plentiful with product knowledge at the pub.

#### Store Assisstant

Screwfix Queens Drive  
Nottingham  
Sept 2022 - Present

In my final two years of university, I served both regular tradesmen who knew what they were after and helped DIY customers fix any problems and queries at Screwfix. It was interesting since work at the distribution warehouse previously would directly affect the Screwfix stores, providing experience in the grander scale of logistics. This small store atmosphere also meant we were heavily involved in promoting campaigns, focused on introducing new brand features to customers and discussing product specs, shop floor presence and marketing dependent on the season and time of year

#### Fashion Fitter

Nottingham Trent University  
Nottingham  
Dec 2023 - May 2024

To provide some experience in the fashion world, I took up a shift a week in the final year fashion studios, helping the final year students in fitting their final year work and assisting fitting and measurements in their designs. This gave an insight into the process of designer fashion, as well as the alternative creative process that follows it.

## EDUCATION

### Painsley Catholic College

Cheadle  
Staffordshire  
Sept 2013 - June 2018

#### GCSEs

English Language	7
English Literature	7
Maths	7
Geography	7
PE	8
Graphic Design	A*
Biology	8
Physics	7
Chemistry	6
Religious Education	6
German	5

### Painsley Sixth Form College

Cheadle  
Staffordshire  
Sept 2018 - June 2020

#### A-Levels

English Language	A
Geography	A
Biology	C
EPQ	A*

### Nottingham Trent University

Nottingham  
Sept 2021 - May 2024

Foundation Degree	
Graphics and Digital Design	2.1
Bachelor's Degree	
Graphic Design	2.1

## ATTRIBUTES

### Technical Abilities

Software in which I am able to use proficiently

Adobe Photoshop, Illustrator, InDesign  
Microsoft Word, Publisher, Powerpoint, Excel  
Social Media (Instagram, Twitter, Facebook, Tumblr, Pinterest, Reddit, LinkedIn)

### Personal Qualities

Characteristics that I can bring into the workplace and social settings

Great Communicator, Perfectionist,  
Team Player, Organised,  
Outgoing, Enthusiastic,  
Friendly, Aspirational,  
Confident, Creative.

## THE WEEKENDS

### Hobbies

Things I strive to make more time for

Studying Graphic Design requires you to be very perceptive and open to much of the world around you, and so travelling for new experiences is the best way to do so. This started at 9 years old, playing football every week competitively up to the present, playing from anywhere between Oxford and Nottingham. Regular exercise is crucial to my weekly routine and ensures I can progress both my mental and physical state. Leading on from this, I love travel for festivals, new countries and live sports. I possess a very creative mind and constant experimentation with drawn and painted art allows this creative side to be expressed - a quality which I look to use in a professional career. This also involves experimenting with mixed media and freelance work for a variety of design sectors.

## ACHIEVEMENTS

### Recognised Efforts

Awards and personal goals

In 2018, I received two awards at the annual presentation evening at Painsley Secondary School, one for continual effort throughout Year 11 and in years previous. This was voted for by my teachers and senior leaders as recognition of my hard work and consistent enthusiasm for school life. My other accolade was the PE Subject Award, voted for by the PE Department and is given to the most productive and passionate student out of all the PE GCSE students in Year 11, in which I am extremely proud of. During Year 10, I completed a PE Department-run course that chose certain students to help with both curricular and extra-curricular sports across the school. I completed a planned fitness session and taught fellow students how to complete it. Here, I was able to express my organisational and leadership qualities, enabling the students to achieve their fitness aims using my training session.

More presently, I have completed the first year of my Graphic Design course with a 1st in each of my four design modules. This included winning a competition to design resident Confetti student artwork for the single covers, leading to present day work 25 Hour Recordings with Gary Powell of The Libertines and Eric Longley of Factory Records. My commissions for painting have been successful, with recognition of my canvas with oils leading to more artwork requests.