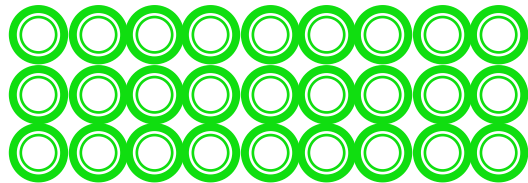


# Adam Palethorpe.



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## About me

I am a professional designer with a passion for creativity and an ambition to make my mark in the design industry. I have experience in Graphics design, Product/Industrial Design and Transport design. I have a great sense of humour and get along with others whilst still maintaining a professional manner. I take great pride in my work and therefore always work to the best of my ability.

I am reliable, outgoing and enjoy learning new skills/applications to improve upon my abilities. I work well under pressure, can meet tight deadlines and enjoy a challenge.

## Skills

Sketching/Rendering	Alias/Autodesk Studio
Adobe Photoshop	3D Studio Max
Adobe Illustrator	Solidworks
Adobe Indesign	Hypershot
Adobe Dreamweaver	Model Making
Adobe AfterEffects	Desktop Publishing

## Education

2000 - 2003 North Bromsgrove High School

2003 - 2005 North Bromsgrove 6th Form

2005 - Huddersfield University (Transport Design) Year

2006 - Huddersfield University (Transport Design) Year

2007 - Placements projects with Morgan and Jaguar.

2008/09 - Huddersfield University (Transport Design)

## Qualifications & Achievements

**BA (Hons)** Transportation Design  
Including placement award

### **A Level**

Graphics design	B
Media Design	B
Computing	C

### **GCSE**

Design	A
English	B
Double Science	B
Art	B
Maths	C
History	C
Spanish	D

## **Features**

Featured in Automores Magazine  
Featured in M2 Magazine  
Featured in Newlook Magazine  
Featured in Citymagazine

## **Design Experience**

### **Blueberry Consultants (2010)**

I was brought in as sole Graphic Designer to improve the visual identity of Blueberry Consultants, Blueberry Software, Blueberry Admin and Blueberry Health for the following:

- Design and implementing a whole new look to the entire Brand, spanning from company websites, DVD covers, Product visuals and associated graphics.
- Introduce graphical layouts and designs for all the current products sold and distributed by Blueberry Software whilst still retaining the companies past heritage.
- Redesign and modernise the websites for Blueberry Consultants and Software.
- Introduce new websites and create an identity to go with new sub companies Blueberry Health and Blueberry Admin.
- User Interface Design - Working on live projects from clients who wanted software developed. My role was to provide visuals/concept mock-ups for what the product could look like based on the project specifications and customers preferences.

### **DesignQ Automotive design consultancy (2009/2010)**

Produced designs for the studio and bathroom areas of a private airliner concept for Bombardier. My role was to brainstorm and generate different themes, illustrate them via sketches and value renders in Photoshop and then product 3D models and render them as realistic images once the design had been approved.

I also worked on a very high end supercar design for McLaren on behalf of DesignQ. Initial sketching and concept theme generation, story boarding and inspiration gathering, through to conceptual renders.

### **David Edwards Partnership Graphic Designer (2006-2010 PT)**

- Producing company literature using Photoshop/Indesign
- Liaising with printers
- Working on publicity media for corporate events.
- Building 3D models from plans and creating visualizations and face-lifting original images to create future views.

### **Placement with Morgan Cars (Exterior/Interior design dept) (2008)**

Concept and theme design for an additional model to the range. Concept sketches, initial visualisations, Clay hard model and 3D CAD model.

### **Placement with Jaguar (Exterior/Interior design dept) (2008)**

Interior facelift work for the Jaguar XF comprising of a full 3D model and render, Colour and trim design, graphical user interface design and researching user emotions.