

Caroline Brewer.

Caroline Brewer is a painter, drafts person and designer based in Cambridge. Her practice centres on theories of visual narrative and the poetics of natural form. She draws on the British artistic legacies of English Gothic and Surrealism to explore, interrogate and reveal spiritual meanings in human relationships with the physical world.

Experience.

2024- **Artist and Designer**

Artist and designer creating visual stories that question, guide, explain and discover.
MA Fine Art student.

2020-24 **Digital Learning and Graphic Designer / NHS and CDSDS**

Design and production of bespoke e-learning material for healthcare and MoD training.

- Content analysis, structure and wayfinding for a coherent learning experience
- Storyboarding and fluent scriptwriting
- Creation of explanatory animations, character animation and audio content for multimedia experience
- Creation of immersive, interactive e-learning content focussed on user needs and engagement
- Articulate templates with structured typography and grids for a consistent experience and intuitive navigation
- Graphics, diagrams and icons for ease of understanding, user recognition and recall
- SCORM publishing
- Graphic design for marketing collateral

2016-20 **Senior Designer Hoare Lea**

Senior designer for building engineering firm, delivering creative graphic design for a comprehensive range of internal and external marketing and communication materials.

- New brand implementation and development
- Creative, cohesive, corporate graphic design, for print and digital; brochures, advertising, booklets, internal newsletter and comms, email campaigns, information graphics and illustration, web and exhibition banners
- Development of suite of icons and graphics
- Instructional, information and wayfinding design
- Storyboarding and interface design
- Project scope, recommendation and implementation of Digital Asset Management system
- Photography design and art direction
- Client and supplier management

2014-16 **Design Manager National Childbirth Trust (NCT)**

Creative leader and senior designer, managing a team to deliver marketing and corporate collateral for the NCT and its sister charities:

- Creative design, brand development and project delivery for a comprehensive range of print and digital material
- Design and development of antenatal app
- Managing permanent and freelance staff and the studio
- Defining creative briefs for best outcomes
- Migration from print to digital platforms
- Strategy and curation of Pinterest
- Photography and art direction

- 2000-13 **Freelance Design Consultant**
 Small business owner delivering graphic and digital design to clients including marketing agencies, SMEs, GE Subsea, Smoke Control Systems Group, Sipos, The Forestry Commission, Bristol City Council and Policy Press.
 Sales, administration and finance for the business.
- 1989-99 **Head of Design SSL**
 Studio and staff management, senior designer, art direction for a Post Office communications team. Brand management, corporate identity strategy and implementation, corporate and internal communication, direct mail etc.
- 1981-88 **Graphic Designer, Illustrator and Painter**
 Creative design for Palm Press in Cairo, Egypt, Kingswood Borough Council plus others. Archaeological illustrator for Bristol City Museum. Practising painter in Spain and UK.
 Member of Artspace studios, Bristol.

Skills.

Technical

Adobe Creative Cloud - In Design, Illustrator, Photoshop, After Effects, Premier Pro, Audible
 Adobe Captivate and Articulate
 HTML, CSS, Wordpress, eBooks and digital publishing
 Microsoft Office: Word, Powerpoint including template design, Excel

Creative

Painting
 Drawing
 Visual narratives

A design led approach

Creating and developing design briefs for agreed and assured outcomes
 UX and wayfinding
 Content analysis and structure
 Storyboarding, visualisation and concepts
 Typography, graphics and layout to enhance understanding
 Instructional and information design to reveal content
 Highly creative and innovative

Team and management

Client and account relationships
 Motivational and team player
 People, project and supplier management
 Studio systems for efficient delivery

Personal

Inquisitive
 A thoughtful problem solver
 A natural project manager with an eye for detail
 Focussed, articulate, personable
 Self reliant

Contact

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 Good references on request