

**JAMIE MELVILLE**  
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CURRICULUM VITAE  
PORTFOLIO JAMIE  
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PORTFOLIO JAMIE  
CURRICULUM VITAE



**EVERY GREAT DESIGN BEGINS  
WITH AN EVEN BETTER STORY...**

## FREELANCER

NOV 2017 - Current

I am able to handle any given task, multimedia, motion, branding or print which is demonstrable through an extensive portfolio of projects.

I offer a proven ability to conduct creative analysis and design best-fit solutions for multi-faceted campaigns including interactive media, print design, web design, digital photo manipulation and web development. I am adept at listening to client's needs, then analyzing and implementing the best-designed solution.

My days are spent working (...and sipping on Starbucks coffee) I always endeavour to produce design work of the highest standard, which not only reflects the expertise of the designer but most importantly, the ideas, ambition and ideology of the business in hand.

Not only are my clients diverse, but their projects are, as well. As an independent designer, I can take on projects of all kinds, which allows me to tap into all of the experience I've accrued through the years. I design brochures, menus, business cards, books, annual reports, Powerpoint and Keynote presentations, responsive websites, applications—anything my clients need.

Print Design  
Marketing Material - Flyers,  
Brochures, Catalogues  
Roller Banners, Exhibition  
Advertising  
Signage  
Promotional Merchandise

Web Design  
Content Management  
E-Commerce Functionality  
Blogs  
Social Media Integration  
Analytics  
Email Marketing  
Digital Advertising

Branding  
Logo Design  
Brand Guidelines  
Stationery Packages  
Brand Optimisation

Associated Skills  
Project Management  
Photography  
Illustration  
Print Management  
Promotional Merchandise

I am a graphic designer with a non-traditional outlook on things. I have an outgoing personality and quirky sense of humour that drive my creativity.

## JOBS

FEB 2017

Maidstone TV Studios

I created visual concepts, by hand or using computer software to communicate ideas that inspire, inform, or captivate consumers. Once the final logo was approved, it was used as the starting point for their new business stationery. The design was also carried across into the studio directory signage, in-house print and restaurant menu designs.

Key Responsibilities

Advise clients on strategies to reach a particular audience. Create images that identify a product or convey a message  
Develop graphics and visual or audio images for product illustrations, logos, and websites

July 2016 - Jan - 2017

Brandplanmedia

Hands on role working with the Head Designer on varied platforms for the company such as marketing materials, magazine design, materials for corporate events. I then presented finalised ideas and concepts to clients. I would create campaigns suited to meet the main objectives, ultimately producing the desired results with a respectable ROI (return on investment)

Key Responsibilities

Concept creation  
Ensuring brand consistency  
Marketing collateral  
Large and small format posters  
Creative campaigns  
Pop up and rollup banners

Nov 2015 - June 2016

Whiting and Hammond

A digital and web designer for Whiting and Hammond, a small independent pub group chain based in East Sussex and Kent. Working 9 sites creating the marketing strategy across web, email and print. Creating innovative ideas.

Key Responsibilities

Concept creation  
Ensuring brand consistency  
Marketing collateral  
Large and small format posters  
Creative campaigns  
Pop up and rollup banners

July 2014 - Aug 2015

Submission Technology

Hands on role working with the Head Designer on varied platforms for the company such as logos, marketing materials, website design, materials for corporate events.

Key Responsibilities

Concept creation  
Marketing collateral  
Creative campaigns  
Pop up and rollup banners

## PERSONAL



Spraymie Graffiti, a street artist whose identity has been known as someone else, been born in Kent, England, around 1980. His rose to prominence for his provocative stencilled pieces on Social Media.

My artwork is characterized by striking images, often combined with slogans. I engage political themes, satirically critiquing war, capitalism, hypocrisy and greed.

My love for street art and graffiti has led me to recently work as a muralist. I started with a small outdoor painting in my own neighbourhood and that has led to larger opportunities to collaborate with corporate clients and arts organizations. Public art is important to me because it allows me to give back to the community through my talents. My goal is to transform bland or vandalized surfaces into murals that uplift and inspire the people. Through the use of paint on bricks or abstract shapes of color sprayed on a doorway, the idea that public art can change a space and help people feel pride in their surroundings is important to me.

## CONTACT

07762515000

magicmelv54@hotmail.com

www.jamiemelville.co.uk

www.linkedin.com/in/jm-designer

## RECENT GRAPHIC DESIGN WORK

NearForm - Global software consultancy  
www.nearform.com  
Navigation News - Royal Institute of  
Navigation rin.org.uk/page/NavigationNews

Mattie, Milo & Barney Too  
www.mattiemiloandbarneytoo.com  
Affordableflooringsolutions  
www.affordableflooringsolutions.co.uk



# ABOUT ME



**The name's Jamie Melville. I am a tireless seeker of knowledge, occasional purveyor of wisdom and also, coincidentally, a graphic designer.**

My school of thought is reliant on schooling my thought – thoroughly, regularly; keeping abreast of design, branding, advertising trends and solutions. I spend my days crafting and creating designs. I have worked for all size of companies from small local businesses right up to huge brands like Maidstone Studios.

My Design process always starts with a pencil and paper, scribbling ideas and concepts, thinking about the problem and the solution. Once I have an idea of what I want to achieve, I'll then sit down at my computer and start with wire frames and low-level mock-ups. Then add the imagery, typography design and details.

I have led marketing campaigns comprised of trade shows, media and PR initiatives. I've developed and executed marketing strategies. My biggest achievement was the creation of new company logo and whole re branding of Maidstone studios. I re created the whole corporate identity.

What sets me apart from the crowd is an idea that I carry to and from each and every project I work on. Graphic Design isn't just art. It's more than aesthetics. It's communication. It's artistically, aesthetically and visually communicating an idea. One of the things I love about my Job, is the great tools I get to work with every day, here are some of the tools I use in my work. I use Photoshop, Illustrator and In design for my layout and design.

I have 14 years experience in brand identity, graphic design for print and web design and I've designed for a very diverse range of client sectors including:

The Food and Drink Industry Consumer Retail Professional Services Finance, Recruitment and Insurance Energy and Technology Government & Charity Organisation Public Events

My approach is to bring energy and imagination to the creative process, it's the secret ingredient to building a brand full of personality.

**[jamiemelville.co.uk](http://jamiemelville.co.uk)**

*Design FOR YOU!*

# JM DESIGNS RECENT WORK AREA







**Paisley Cross  
La Scala**  
Community Cinema

Logotype

**Aa**

poprika software

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910



NAVIGATION  
**NEWS**

NOVEMBER / DECEMBER 2020

**The 1869 Powell  
Expedition**  
through Grand Canyon

THE 1869 POWELL  
EXPEDITION



PAGE 10

THE ANTIKYTHERA  
MECHANISM



PAGE 14

QUANTUM  
TECHNOLOGIES



PAGE 18

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AND MUCH MORE!

[rin.org.uk](http://rin.org.uk)



**Paisley Cross  
La Scala**  
Community Cinema



**Tonbridge  
Accountants**

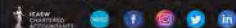


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DEFINITELY  
TIME  
FOR A  
CHANGE!**

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# Maidstone Studios







## Logo, Website & Print Design for The Maidstone Studios

The Maidstone Studios, based in Kent, are one of the UK's premier TV studio operators providing an extensive range of production and post-production facilities.

I was recommended to the Chairman of the studios, Rowland Kinch, to design a new logo for the studios. The logo needed to be clean and simple, and easy to reproduce in various sizes and formats across their marketing material and signage.

Once the final logo was approved, it was used as the starting point for their new business stationery. The design was also carried across into the studio directory signage, in-house print and restaurant menu designs.

### Project Deliverables:

- Logo Design
- Stationery
- Graphic Design & Print
- Signage





## MAIDSTONE STUDIOS



**Jamie understood our industry and had ideas of a brand image that we could use throughout all future marketing, the new website resulted in a direct new client contact within the first few days."**

### Visualising your Brand...

How people perceive your brand is hugely important and reflects on how they interpret your business and your services. If your branding looks unprofessional and homemade, this will reflect on the quality of service they are looking to expect, they may indeed look elsewhere.

I developed the brand in the finest detail, I know to consider every option to ensure the brand works. I took into account colour palettes, typography, the variety of uses for the branding, the likes and dislikes, the clients and other competitors.





# Affordable Flooring Solutions





**affordableflooringsolutions**  
affordableflooringsolutions

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COLOR PALETTE



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FONT S

Baloo Tammudu  
Noyh





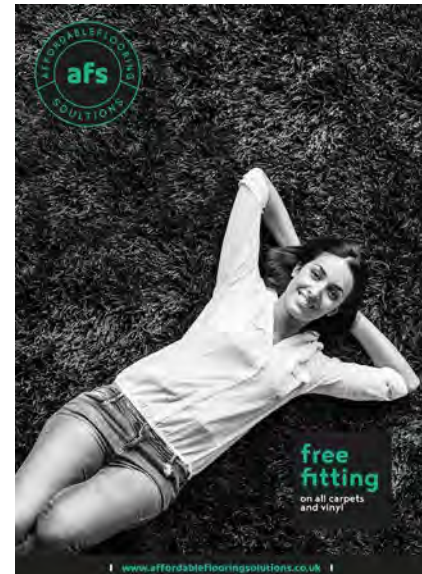
## **AFFORDABLE FLOORING SOLUTIONS**



**Logo, Website and Print Design for  
Affordable Flooring Solutions ( AFS ),  
based in Kent, are one of the UK's premier  
Carpet and Flooring Store in Royal  
Tunbridge Wells. High Teb. Health/Beauty.  
BCB Warehouse. Carpet & Flooring Store.**

I was recommended to the Chairman of the studios, Gary Shadwell , to design a new logo for AFS. The logo needed to be clean and simple, and easy to reproduce in various sizes and formats across their marketing material and signage.

Once the final logo was approved, it was used as the starting point for their new business stationery. The design was also carried across signage, in-house print other media.



## Gary Shadwell:

I have had the pleasure of working with Jamie across a number of different projects. His dynamic, fresh and unique eye for detail keeps me coming back to him for other projects. I've always had an idea about what I wanted but sometimes conveying it can be troublesome... Jamie has the patience and the expertise to sit with me and get a good understanding. Once he puts his spin on it, it always comes back better than what I ever could have hoped for and that is another reason that I will continue to use and recommend him. Jamie is a true expert and professional in his field and over delivers time and time again.

Connect with Jamie... you won't regret it



# Mattie, Milo & Barney Too



*Mattie, Milo*  
& B A R N E Y T O O

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COLOR PALETTE



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FONTS

*Hunter River*

**MONTSERRAT BOLD**

# MATTIE, MILO & BARNEY TOO



The UK's cutest and best label for baby clothing. Client Mattie, Milo & Barney Too The Goal Hi Jamie, it was great to speak to you today. We're Mattie, Milo & Barney Too. A brand new company launching our own designs of baby essentials.

We would like you to design for us a series of muslins, sleeping bags and packaging for our products. All to be customised with our own signature leopard print (which we also require artwork for). On top of this, we would also like you to design our company logo. We're a young, modern company who are designing on behalf of mums, as opposed to babies. Therefore this needs to be reflected in our branding.

## **Katie Ring:**

I went to Jamie in February 2019 as I was launching my own business. I had a rough idea of how I wanted the brand to look but it was very vague. Jamie was just the guy I needed. He designed our logo for us, our business cards and our overall branding.

Not only that, but the designs we use on our products are all of Jamie's designs. The artwork he produced was amazing and we constantly get compliments on it.

Jamie is now working with us again on future designs/projects and we couldn't be happier. He's absolutely smashed the design brief and we can't wait to release these designs later this year. I would highly recommend Jamie to anyone in need of a highly skilled graphic designer.







# LOOK BOOK

## ABOUT MM&BTOO

The whole concept of Mattie, Milo & Barney Too was born from a personal need, and that need was finding baby products that weren't just made with babies in mind, but also for the modern day stylish mum.

Mattie, Milo & Barney Too. As featured in British VOGUE Award winning, luxury British brand focusing on gifts for new mums and babies.



# MY PERSONAL PHOTOGRAPHY

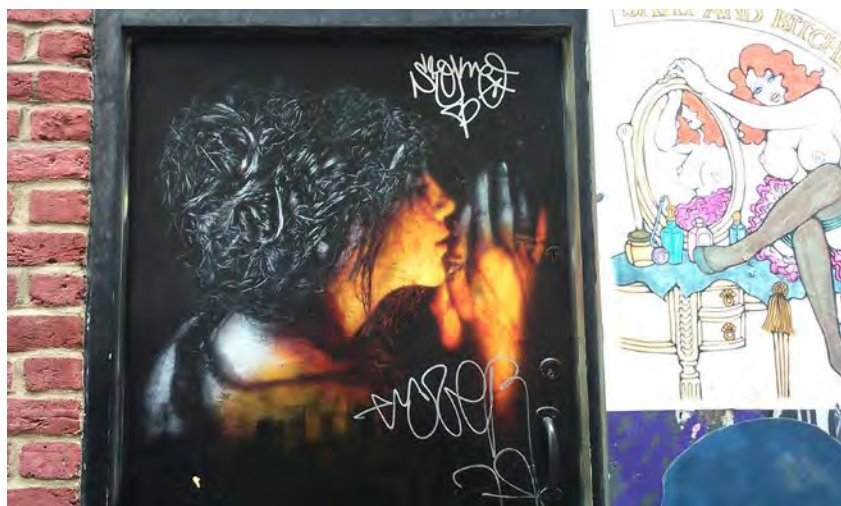
I have always been intrigued by street photography. It was not until I bought my first camera, that I started to shoot people going about their daily routine. These days, so many photographers gear up and hit the streets to capture a daily slice of life.

Many street shooters believe in NO interaction with the subjects. I mix it up a bit and sometimes I may give some eye contact, a nod or even have a chat before taking the photos. It all depends on the person and the surroundings.

The #1 thing with street shooting is you have to drop your fear of shooting people in public. Just take a stroll, camera in hand, and don't be afraid to capture the world around you.

I am no expert on the street, far from it, but if you want to shoot and capture life as it happens all you have to do is "DO IT". If there is something that you want to do, shoot every day and every day push yourself further and further until your courage and confidence are up. I have not had any bad experiences and I have shot in the USA and many other countries.

Confidence is key











## Freezing a moment

A picture is the chance to look back on a certain moment or time, and that's why it needs to be perfect, so you can relive that moment over and over again. I have a love for all types of Photography and have a love for British landscapes, there are endless opportunities to photograph them.



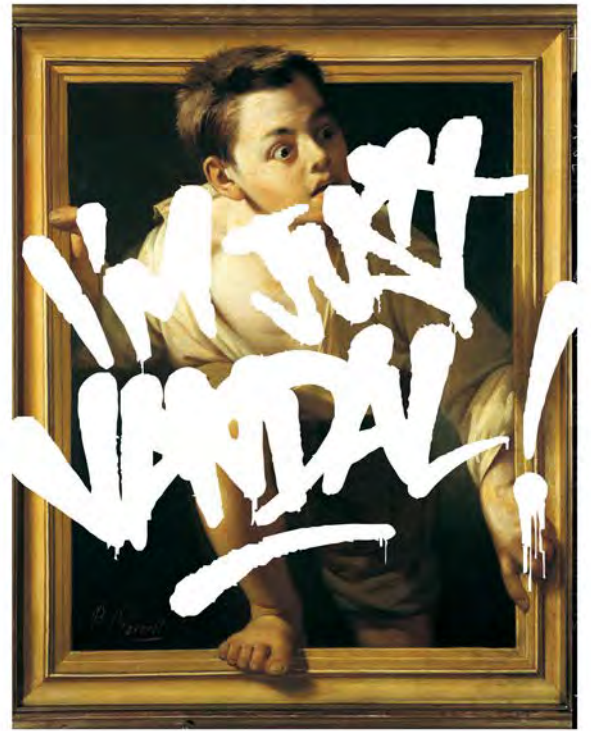




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