
Name	Charlotte Hall
Contact Details	m 07766 468 255 e hello@charlottehall.me.uk www.charlottehall.me.uk
Date of Birth	07/03/1978
Current role Current Clients	Freelance Graphic Designer The Body shop international Ltd and Marks & spencer.
Career profile	8 years design experience in branding and packaging design. Prior to freelancing at The Body Shop I have worked at numerous graphic design and branding agencies in London, such as Brown KSDP, Wren and Rowe, Landor, Siebert Head, WMH, The Nest, Marks and Spencer, Parker Williams and Futurebrand.
Current employment roles and responsibilities Apr 07 - Feb 09,	The Body shop - Freelance Senior graphic designer Working predominantly on gift packaging ranges (Xmas 2009 and spring/summer 2010), I have been involved with initial design concepts for gift packaging ranges which tie together the breadth of The Body shops products and ethical approach to community trade sourced materials within gift components. I have been working on conceptual development, pattern illustration, design development and implementation. Also working closely with product designers to ensure holistic branded design with both graphic and 3D form. This involved both materials and closures and visualising those elements, aswell as designing the graphic look and feel of the gift packaging, then working on technical sheets, which get sent to suppliers for production.
Aug 08 - Sept 08	Marks and Spencer - Freelance graphic designer I also work for Marks and Spencer in between The Body Shop, i have been involved in working in gift, food and clothing packaging design projects.
Previous employment roles and responsibilities	Parker Williams design - Permanent midweight graphic designer Working on own branded packaging for: Sainsburys TTD and Coop. I ran my own projects/briefs from concept design, through design development to implementation and artwork/print. I worked on ranges of projects e.g. TTD Confectionery, Easter, Christmas and spring, concepts, implementation and artwork. This has given me a better technical and practical level of experience of projects for print. I art directed photoshoots for food photography (Sainsburys TTD), for my design ideas and other peoples, and also briefing and directing illustration briefs (Coop).I created and drove Mood boards for Xmas TTD 2007 - which drove the current style of the eventual design. Where possible I was also able to use my illustrative skills for design briefs.

Career History Apr 2007 - Feb 2009	The Body Shop International - Freelance midweight graphic designer, gift packaging design. Futurebrand - Freelance midweight designer, packaging design.	
Apr 2006 - Mar 2007	Parker Williams - Permanent midweight graphic designer Designing packaging for Sainsburys Taste the difference ranges and Coop.	
Apr 2005 - Mar 2006	Marks and Spencer - Freelance midweight graphic designer Working on in house promo and packaging teams. Whittard of Chelsea - Midweight freelance designer working on in house packaging design.	
Nov 2004 - Apr 2005	Sabbatical travelling to Hong Kong, Australia and New Zealand. Travelling independantly around the above countries, I spent six months viewing how these other countries live and work.	
Aug 2004 - Nov 2004	Graphic Designer - Whittard of Chelsea Freelance designer working on in house packaging design.	
Jul 2002 - Aug 2004	Graphic designer - The Nest (permanent!) Junior designer working on brand creation/development for WH Smith, Salvation army, Pizza express, Thorntons, Carvela, Tesco and MFI.	
Placements Mar 2000 - May 2002	WMH, Siebert Head Andon design	Landor Wren and Rowe Brown KSDP
Other Skills:	Illustrator Photoshop Indesign	
Education Sept 1998 - June 2001	1st class BA Honours Packaging Design Surrey institute of Art & Design University College - Farnham Campus	
Sept 1997 - June 1998	BTEC National Diploma in art and Design - Brighton college of technology 2 A Levels - Art/communication studies - Portslade Community College 9 GCSE Levels - Portslade Community College.	
References	Sarah Freeman - The Body Shop - sarah.freeman@thebodyshop.com Tamara Williams - Parker Williams - tamara@parkerwilliams.co.uk	