

address: 29 Thorney Road, Emsworth PO10 8BL

phone: 07973 758092

say hello! hello@nic-cowper.co.uk

NicCowper CV

A heavyweight print designer with 20 years' experience in publishing and marcomms.

Founding director of successful small design shop on south coast.

Cashed out after 10 years to study and chill.

Available for contract work in publishing or creative.

October 2010 to present

My home office

Studying for CIM Professional Diploma level 6 in marketing strategy.

Building a new branding consultancy.

Doing anything I can to help local agencies service their clients, and small businesses develop or refine their brand.



February 2000 to October 2010

Oyster Marketing and Design Ltd

Founded Oyster, a small design shop in Emsworth. At February 2010 turnover in excess of £half million, 7 employees. Finally specialising in public and third sectors. Branding, publishing and marcomms.

Clients include Save the Children, Marie Curie Cancer Care, British Heart Foundation, several housing groups, schools and colleges.

See: <http://www.oysterdesign.co.uk>

Job role: Creative Director.

Guided all creative output. Directed and motivated staff.

Selection and recruitment of staff. Staff training and appraisal.

Managed workflow and quality control.

Built and maintained entire office server-based IT network.

Created job filing, finance and quality control systems.

Implemented secure off-site archiving system.

And of course everything else you need to do to run a design business.

Managed organisation-wide changes from dial-up internet to broadband (yes! it was only 10 years ago) Apple OS9 to OSX, Quark Xpress to Adobe CS2, then CS3. Identified and implemented cloud-based services for client management and file transfer. Worked with Save the Children IT specialists to enable Oyster to deliver artwork via FTP before easy solutions existed.

September 1996 to September 1998
The Wellcome Trust, London

Job title: Senior designer (contract)

Lead designer on quarterly 'Wellcome News'. Produced reports, info leaflets, posters and other information and marketing materials solely for the Wellcome Trust

Had the great privilege of working in a structured academic publishing department. Editorial was governed to academic standards and attention to detail was fastidious. To this day I can't bear incorrect use of feet/inches marks (instead of quotes) or the confusion between what is a hyphen and what is an N-rule (amongst other slightly OCD-like standards).

From about 1991 to September 1996

General freelance

Design, artwork and publishing-oriented IT

After being made redundant as a traditional paper-based designer artworker I bought a Mac and Quark Xpress. I had great fun learning this without tutorials, internet, or indeed any terms of reference, and in learning the hard way I was able to train others in my discovered ways.

Clients through agencies I designed for included: Trebor Bassett, RAC, Whirlpool, Phillips, Rank Leisure, Marks and Spencer.

(I hand-drew the first ever 'St Michael' logotype in Freehand as the company only supplied 'bromides' (black only artwork used for mechanical reproduction for paste-up).

I worked at some truly great agencies on temp contracts including Dalziel and Pow and Carter Wong.

1988 to 1991

Vario Press, Slough, Berks

Studio hand

Design, paste-up, general repro. Offered in-house illustration, and ran a small photo studio in house. Quite useful when there is no iStock. Clients included Panasonic and Neff/Siemens Appliance Care.

1987 to 1988

Aston Associates, Iver, Bucks

Design, paste-up

Trainee paste-up artist. Clients included British Gas.

1985 to 1987

Barnet College

HND Graphic Design

I've had a full career in all kinds of design work, initially using magic markers and paste-up through early DTP/paste-up hybrid. Witnessed and worked with the entire DTP revolution of the late 80s to seeing the first image setters appear on the market in the early 90s.

By 1991 I was uniquely able to work with Apple system 7 and Quark Xpress. Lots of agencies bought Apple Macs to enhance their studio but no one knew how to work one.

Interests

Mountain biking. I love my bike.

Surfing. Though not very well. My board is a Dogz Bollox custom minimal 7'5".

My van. Its yellow.

My children. I have 3.

My missus. She is lovely.

Music.

Photography. I shoot for fun or money. Check out my Flickr

<http://www.flickr.com/photos/niccowper/>

My work

Oyster has been my work for 10 years. The business, the work, the people. Thank you Oyster.

<http://www.oysterdesign.co.uk/>

A handful of recent bits are here: This is not my best nor all of it. It just shows I can do it.

http://issuu.com/niccowper/docs/lowiss_west_dean_summer09

http://issuu.com/niccowper/docs/lowiss_qef_raise_a4-8pp

http://issuu.com/niccowper/docs/eastergate_prospectus



Other stuff:

@niccowper

<http://uk.linkedin.com/in/niccowper>

<http://www.nic-cowper.co.uk>

Thank You!