

# Stuart Docherty

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## MISSION

Deliver simple yet effective: branding, communication, marketing and e-commerce solutions.

## PROFILE

Experienced and qualified graphic designer who combines his technical knowledge and creative skillset to support innovative organisations. I have worked in this capacity since 2008 as a freelancer or as in-house staff to: deliver outstanding design, aid communication, assist with marketing and help meet sales objectives. I apply the principles of simplicity, effectiveness and craft to all my work. I take pride in working to share knowledge and helping others to be better.

## SKILLS

Adobe CC • Affinity Suite • Branding Design & Management • Print Design • Website Design • Communication Design • Advertising Design • Exhibition Design • Package Design • Illustration • Photography • Videography • Infographic Design • Poster Design • Marketing Strategy • Copy Writing • Content Creation • Social Media Management • Scientific Communication • Digital Marketing • Data Analytics • eCommerce Systems • Strategic Thinking • Proposal Creation • Project Management • Customer Service • Creative Problem Solving • Effective Communication

## EXPERIENCE

**Oct 08 - Present**

**Graphic Designer**

Stuart Docherty Studio, Remote Working

- My freelance design resource aids organisations with an objective or a problem that can benefit from applied ideas.
- I am able to receive a brief, prepare a proposal, present the proposal, win sign-off and then deliver excellent solutions.
- I provide branding design, communication, artwork, website design, digital design and marketing for technical clients.
- I can work individually or as part of a team; either on-site or remotely as required by the design role or project.
- I have a "get it done" work ethic that is coupled with effective project management and productivity processes.
- I balance broad thinking with attention to detail to ensure projects include good depth and maximised details.
- I use my scientific education to understand complex organisations, products or services to craft effective solutions.
- Experienced in working with technical professionals to understand and relay complex research using graphic design.
- I have significant experience: improving the communication, visualisation & commercialisation of organisations.

**Sep 18 - Dec 18**

**Graphic Designer**

HelloPrint, Valencia, Spain

- I was the go to person for the UK customer support team to satisfy design queries and file issues from inbound calls.
- Liaised directly with customers over the phone, email and Zen Desk to correct technical design and print file issues.
- Used Slack, Prestashop and Adobe CC to resolve technical graphic design issues and maintain company print flows.

**Feb 16 - May 17**

**Graphic & Marketing Designer**

Greengage Lighting Ltd, Edinburgh, UK

- Responsible for all branding, graphic communication, website design, event stand and digital marketing.
- Worked with customers preparing lighting design proposals and equipment quotations using the CRM system.
- Reported KPIs to key stakeholders: sales activity, events schedule, social media, SEO and digital marketing.
- Liaised with staff to optimise the prospect and customer experience for increased conversion and repeat business.
- Experienced organising several international exhibition attendances: stand logistics, travel & social media content.
- Created collateral and content, advancing the company social media channels while adhering to the branding strategy.

**Sep 13 - Jan 14**

**Marketing Designer**, Royal College of Surgeons, Glasgow, UK

**Feb 08 - Sep 08**

**Diagnostics Scientist**, ReactivLab, Glasgow, UK

**Aug 07 - Sep 07**

**Protein Scientist**, Piramal Healthcare, Grangemouth, UK

**Nov 06 - Apr 07**

**English Teacher**, McGrogan's School, Bilbao, Spain

**May 06 - Oct 06**

**Metabolomics Scientist**, OWL Genomics, Bilbao, Spain

**Jan 05 - Sep 05**

**Bio-analytical Chemist**, Charles River, Edinburgh, UK

## EDUCATION

**Jan 18 - Present**

### **User Experience Design, Digital Marketing & E-commerce**

Autodidactic: books, videos, courses, events and projects

- I'm learning to better apply user centric design for marketing campaigns, digital marketing and eCommerce systems.
- I have attended several digital marketing events in Madrid and Valencia as well as Magento Europe in Barcelona.

**Jun 17 - Aug 17**

### **CELTA Teaching Certificate**

Lenguas Vivas, Valencia, Spain

- Certified English teacher by the University of Cambridge; able to deliver effective language lessons to all levels.

**May 11 - Jul 11**

### **Photography**

Edinburgh College, Edinburgh, UK

- Completed the studio based course improving my understanding of photography and professional image workflow.

**May 10 - Jul 10**

### **Illustration**

Edinburgh College of Art, Edinburgh, UK

- Produced original artwork from visual concepts using a range of materials and styles, without computers.

**May 09 - Sep 10**

### **Spanish, Higher**

Edinburgh College, Edinburgh, UK

- From living in Spain I consolidated my: speaking, listening, writing and reading with a formal qualification.

**May 09 - Jul 09**

### **Creative Website Design**

Edinburgh College, Edinburgh, UK

- Advanced my understanding of: Dreamweaver, HTML, CSS, WordPress and SEO to create engaging websites.

**May 07 - Sep 09**

### **Graphic Design, HNC**

Glasgow College, Glasgow, UK

- Enjoyed the process of exploring ideas visually and applying a range of techniques to create final design work.
- Course was significantly brief orientated with: branding, packaging, poster and typographic projects culminating in a large final creative campaign, which was then used as was intended by a Glasgow College - working to effect change.
- Gained experience of working individually and within small creative groups to deliver design projects.

**Sep 03 - Sep 04**

### **Pharmaceutical Analysis, MSc**

University of Strathclyde, Glasgow, UK

- Comprehensive course providing a significant theoretical understanding and practical experiences of analyses.
- Chemical & spectroscopic analysis, chromatographic techniques with various detection methods for pharmaceuticals
- Experiments were based on pharmacopoeias with all raw data interpreted and presented as reports within a day.

**Sep 00 - May 03**

### **Biological & Health Sciences (2.1), BSc Hons**

Queen Margaret University, Edinburgh, UK

- Learnt about the clinical sciences: cancer, diabetes, cardiovascular, neurology and epidemiology for human health.
- Modules included practical tasks providing experience of diagnostic applications and presenting data to groups.
- Gained experience of working alone and as part of a team to complete impactful public health awareness projects.

**1998 - 2000**

### **Sport & Exercise Sciences, HND**

Falkirk College of Further and Higher Education, Falkirk, UK

- Studied human performance, physiology and nutrition, which led me to pursue biological sciences at degree level.

## ACHIEVEMENTS

- Successfully combined a love of ideas, science and design into a career that helps people.
- Worked with over 30 clients - continuing to improve my design, marketing and sales expertise.
- Twelve years delivering value to clients in the rapidly evolving world of design and marketing.

## REFERENCES

Available on request.