

Kevin Ferns

VISUAL DEVELOPMENT AND PRODUCTION MANAGER



Personal statement

I see myself as a hard working and successful senior designer with several years of managerial experience.

Several notable achievements in my career would be:

At Tapi Carpets I expanded my skill set dramatically taking on several different roles to aid a massive store expansion. Graphic designer, store "look and feel" developer -inside and out, POS buyer and main POS production coordinator/artworker. A huge and exciting role that started as a freelance position and developed into a full time one. As part of the Tapi expansion I designed a stand which was installed in several NEXT stores around the country.

Developed exciting instore retail point of sale for Carpetright. Updated the look of the Carpetright store fronts and assisted in the major modernisation program of 450 stores.

Managed the Alba plc in-house team of 8 designers producing inspirational packing and supporting materials. At PMS International plc I set up and managed a department producing packaging and catalogues for 5000 products going into major national retailers. I also took my product and packaging designs to Hong Kong several times to manage through the import of licensed products such as a collection of Spice Girls stationery.

I now have an excellent level of experience in many areas of design such as store development, point of sale, FMCG packaging, brand identity, catalogues, brochures, corporate work and website design.

Personal information

Name: Kevin Ferns

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Nationality: British

Marital Status: Married with 2 young children plus 2 daughters from a previous marriage

Qualifications

In further education at Southend Technical College I achieved a Diploma in Graphic Design with a Credit and also an "A" Level in Graphic Design, grade A.

Details of employment

May 2015 to Present · Tapi Carpets

Initially I was taken on at Tapi Carpets as a freelance graphic designer, store "look and feel" developer, POS buyer and main contact for one of the store refit contractors. Tapi had one store in Tooting. A year later Tapi had 67 stores nationwide, partly down to my efforts and I gained the full time position of Visual Development and Production Manager. With my help the Tapi team opened over 120 stores in less than 4 years. Each store is highly detailed and requires specialist point of sale in several departments. The continuing expansion includes recently developing a presence in several NEXT and Homebase stores around the country.

My role includes designing all the store POS including promotional material and tickets, buying the print for the best prices, working with the printer distributing the POS to the stores, opening new stores all over the UK, developing new ways of presenting the POS, developing new in store sales messages, assisting in the design of new product stands and ensuring my contractor has constant supplies of display material such as carpet and vinyl. A very busy but satisfying position that I thoroughly enjoy.

Tapi is made up of several ex Carpetright people all of whom have a common drive and desire to make Tapi Carpets successful.

November 2006 to May 2015 · Carpetright plc

Senior Designer at Carpetright plc, based in Essex. Carpetright were the number one carpet retailer in Europe with over 30 percent share of the flooring market.

Company closure and redundancy meant time for something new and I liked the idea of going back to being a full time designer. My primary task here was to design and produce print ready artwork for all of the point of sale as well as corporate literature such as brochures and leaflets. This was a very busy environment and I was expected to react accordingly and respond to the latest retail trends. Store promotions changed weekly for which a wide variety of printed POS was required. This would usually include external posters, internal hanging boards and other promotional signage / material.

Innovative
Hardworking
Conscientious
Accurate
Experienced
Self motivated
Team leader
Team minded
Artistic
Mac fan

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Details of employment
continued

My first major project was to improve all printed material both instore and corporate. I was also very involved with major interior and exterior store developments and store concepts. A lot of concept work was done at larger stores which meant a complete new look and feel for the business.

April 2001 to November 2006 · Alba plc

Group Design Manager at Alba plc, based in Essex. The Alba plc Group consisted of a number of famous consumer electronic brands such as Bush, Alba, Goodmans, Breville, Hinari, Roadstar, Power Devil, Dirt Devil and Grundig.

The in-house department of eight designed and produced all of the packaging (concept and artwork), websites (concept and elements), brochures, leaflets and photography for all of these brands. The brands sold a wide variety of consumer electronic products which made our support function a refreshingly varied one. All the brands had their individual identities which had to be maintained and adhered to. This was an FMCG environment and my department was expected to react accordingly and respond to consumer and packaging trends. All the brochures and leaflets were printed in the UK which meant I sourced, negotiated and dealt directly with, various printers seeing the print jobs through to their conclusion at the best cost possible.

My managerial role included being the main contact person, taking project briefs and then schedule the work into my team. I produced a schedule document which we discussed at the start of each week. The smooth running of the workload and department was very important and I oversaw projects to ensure quality and to measure the performance of my team.

January 1988 to April 2001 · PMS International plc

Manager of the Art and Design department at PMS International Group plc, in Essex. The company is the UK's largest importer of goods from the Far East, selling in the UK and Europe. This department produced all of the companies packaging artwork, catalogues, adverts and leaflets for the various ranges (toys, soft toys, garden tools, Christmas decorations, housewares, ornaments and stationery items) which could amount to 5,000 items. The company sold into retailers such as Tesco's, Sainsburys, Woolworths, W.H.Smiths and Argos. We were also involved in licensed brands, such as Warner's Looney Tunes, Spice Girls, Animal Hospital (BBC), RSPCA, Jellikins (GMTV), Rupert the Bear and Captain Pugwash to mention just a few. I later set up a separate catalogue division for the sole production of the product catalogues. My duties also required my presence in our Hong Kong office on several occasions.

March 1985 to January 1988 · Jigsaw Graphics

Graphic Designer at Jigsaw Graphics in Brentwood, Essex. The work included visualising, illustrating, airbrushing and, of course, designing adverts and packaging for companies such as Shell, Tesco, Top Shop and Barclays Bank.

August 1984 to March 1985 · Rakusen Design

Graphic Designer at Rakusen Design in Southend, Essex. The work was design and artwork based with Falmer Jeans as the main client.

August 1983 to August 1984 · Graphix

Here at Graphix in Romford, Essex, I was developing my design skills and working on high quality finished art (not computer generated).

January 1982 to August 1983 · Trendsetters

My first job was at Trendsetters in Brentwood, Essex, where I developed my typography and finished art skills.

Software used

Illustrator CC, Photoshop CC, InDesign CC, Dreamweaver CC and the Office suite such as Word

Hardware used

Apple iMac and MacBook Pro (for work), Apple iPad

Personal interests

My main passion at the moment, outside of work, is enjoying my 2 young children. I also enjoy going to weekly Krav Maga self defence classes. I try to maintain my snowboarding and surfing skills but this is less successful.