



Kevin Barnfield

Senior print / digital designer with over 24 years industry experience. Currently responsible for daily graphic design content at ProCook.

Contact

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Key Skills

- Print and digital design
- Corporate branding
- Illustration
- Email marketing
- Packaging
- Exhibition displays
- Point of sale
- Building signage
- Store graphics
- Print management
- Business stationery
- Catalogues & brochures
- Typography

Software

- | | |
|---------------------|-------|
| • Adobe Photoshop | ●●●●○ |
| • Adobe Illustrator | ●●●●○ |
| • Adobe InDesign | ●●●●○ |
| • Adobe Acrobat | ●●●●○ |
| • Adobe XD | ●●●○○ |
| • Word | ●●●○○ |
| • Power Point | ●●●○○ |
| • Figma | ●●●○○ |
| • Excel | ●○○○○ |
| • Solid Works | ●○○○○ |

Interests and Hobbies

I love the great outdoors and enjoy kayaking, mountain biking, hiking and fishing.

I also have a passion for travel and have been extremely lucky to explore countries like Peru, Thailand, Cambodia, Vietnam and Laos. As much as I love getting about, I equally enjoy a good film, good food and the odd rock concert.

Key Strengths

- Highly imaginative and creative mind
- Extensive knowledge and experience in seeking the best design solution
- Outgoing and confident, enabling me to be a natural communicator at all levels
- Equally effective when working independently or as part of a team
- Excellent prioritisation skills and problem solving
- Exceptional attention to detail and a commitment to producing high-quality, accurate work

Professional Career

ProCook / June 2013 -

Graphic Designer

Responsibilities:

- Joined as the sole designer at ProCook, spearheading all aspects of printed media, including in-store graphics, hoarding, point-of-sale materials, catalogues, packaging and promotional content
- Directed the creative execution of major campaigns, including record-breaking campaigns, earning myself 'Colleague of the Period' several times over
- Led digital design efforts, creating engaging weekly newsletters, emails, website banners, social media content and SEO assets
- Played a pivotal role in the redesign of the company website, collaborating across departments to enhance user experience and brand consistency
- Worked directly with the CEO on kitchenware product design, contributing to the brand's expanding product range
- Directed photography for both print and digital platforms, ensuring cohesive and high-impact visuals
- Actively contributed to company-wide initiatives, including promotional strategies, competitions, sales events and charitable campaigns

Superdry Group PLC / August 2010 - June 2013

Graphic Designer

Responsibilities:

- Designing print media, catalogues, sign up cards, posters and packaging for Superdry and Cult Clothing
- Digital banner design and imagery update for the Superdry and Cult Clothing website
- Designed and built weekly email newsletters for Superdry and Cult Clothing, ensuring brand consistency across 12 countries
- Directed photography for digital and press media, creating visually impactful content for marketing campaigns
- Provided creative input and execution for social media initiatives
- Managed and delegated tasks to the web assistant, ensuring a balanced and efficient workflow
- Preparation of images and banners for affiliate marketing and online catalogue

Oberthur Technologies / April 2010 - August 2010 (Six month contract)

Artworker

Archant Life / September 2009 - April 2010

Editorial Designer

Anderson Burnbreck Design Agency / June 2006 - February 2009

Graphic Designer

DLP Publishers / July 2004 - June 2006

Magazine Designer

Gloucestershire Media / September 2000 - February 2003

Designer

Quorum Printers / January 2000 - September 2000

Artworker

Nelson Thornes Ltd / June 1999 - December 1999 (Six month contract)

Assistant Designer

Education

Cardiff / 1996-1998 University of Wales Institute, Faculty of Art & Design

- Higher National Diploma Graphic Communication

Gloucester / 1993-1994 / 1994-1996 / Gloucestershire College of Arts

- First Year Diploma Design
- National Diploma Design (Communications)