

RICHARD GOODING

21b Longmead Avenue, Great Baddow, Chelmsford, Essex CM2 7EF
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Multi-platform graphic designer with 13 years' experience of layout, artworking and print production, with a meticulous eye for detail in content creation, design and publishing.

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EMPLOYMENT HISTORY

2012: Freelance Sub-Editor

Bauer Media

Sub-editing copy for consumer titles such as *Classic Cars*, *Classic Car Weekly*, *Land Rover International* and *Practical Classics*.

2011-present: Freelance designer/artworker

Artworking design, layout, production and subbing/amendments of advertising, branding and creative agency jobs (brand guidelines as well as global and local companies/campaigns) for major names such as Novotel and Mercure, as well as smaller independents.

2011-present: Freelance Writer

I am a published writer for the automotive and technology press, contributing to *Volkswagen Driver*, *VW Motoring*, *MacUser* and *Web User* magazines. I write and generate daily content for www.polodriver.com.

2012: Creative Projects Manager

Artworking design, layout, production and subbing/amendments of advertising, branding and creative agency jobs (brand guidelines as well as global and local companies/campaigns), website GUI design, SEO copy writing and development, project management and client liaison.

2008-2011: Designer – Publishing

ACCA (Association of Chartered Certified Accountants)

Designing editorial pages for *Student Accountant* and *Accounting and Business* magazines in both print and digital formats; sourcing graphics and other images; subbing copy.

2004-2008: Production Manager, Student Accountant

ACCA (Association of Chartered Certified Accountants)

Additional duties to Production Editor role: ongoing design development of editorial pages; proof creation and sign-off; organising the global distribution of 300,000 copies; creation and distribution of *Student Accountant Direct* and *Finance Matters* direct e-magazines; editorial photography, magazine redesign consultation; subbing copy.

2002-2004: Production Editor, Student Accountant

ACCA (Association of Chartered Certified Accountants)

Make-up and design of editorial pages; ad-hoc design jobs; advertising administration, billing and booking; scheduling and flat planning of *Finance Matters* magazine; proof sign-off; sourcing images from image libraries; organising global distribution of 210,000 copies; subbing copy.

2001-2002: Art Editor, Printing World magazine (B2B)

Additional duties to Production Assistant role: caption writing and design development of editorial pages; subbing copy.

2000-2001: Production Assistant, *Printing World* magazine (B2B)

Oversight of images to repro house; make-up and design of editorial pages; design of in-house and company-branded associated products; sourcing images from image libraries; standing in for Production Editor.

**1999-2000: Graphic Designer / Assistant Project Coordinator
Aquila Computer Services Ltd**

Writing copy; client liaison; basic web page design, logos for clients' web sites and post-design consultation.

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RELATED LINKS

<http://www.richardgooding.com>

http://issuu.com/polodriver/docs/polodriver_2012_volkswagen_polo_gti_road_test/

http://issuu.com/polodriver/docs/volkswagen_polo_tsi_bluemotion_drives

http://issuu.com/polodriver/docs/polodriver_skoda_fabia_vrs_road_test

<http://www.polodriver.com>

<http://www.accaglobal.com/sa>

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EDUCATION AND QUALIFICATIONS

1992-1994: Norwich University College of the Arts, Norwich

BTEC Higher National Diploma Design (Graphics) Pass

1990-1992: Lowestoft College of Further Education

BTEC National Diploma Design (Graphics): Upper Pass, East Anglian Diploma Design (Graphics): Upper Pass

1990-1992: Benjamin Britten High School, Lowestoft

GCSE: German A, English B, French B, Art and Design (Graphics) B, Science B, English Literature C, Science (Double Subject) C, Geography C, Mathematics D

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HOBBIES AND PASTIMES

I am passionate about general motoring issues, Volkswagen cars, design, photography and popular music.
I also enjoy self-sufficiency and other outdoor pursuits.

DATE OF BIRTH

31 December 1973

REFEREES

References are available on request.