



Kieran Harrod

**Kieran Harrod**  
Freelance Graphic Designer

**01332 416 446**  
kieran@harrod.graphics

9 Sitwell Drive  
Kilburn Village  
Belper  
Derbyshire  
DE56 0JP

## Curriculum Vitae

### Profile

Graphic designer for print and web with 20 years experience in the field. Previous employment as the UK Marketing Manager for UMC Group Ltd the UK arm of multinational automated entrance way business CAME Cancelli Automatici. The seven years within the in house marketing team allowed experience to be gained in print design, web design, large format design, online development, SEO, e-mail marketing campaigns, pay per click management, event management, sponsorships and more. Managing a team of 3, overseeing all aspects of design and marketing alongside the Managing Director.

A freelance designer since May 2011 with a focus on brand design, working on varied projects from logos for small family firms to larger national and multinational branding projects.

### Qualifications

Certificate of Higher Education in Multimedia Graphic Design  
BTEC National Diploma in Graphic Design  
A Level Graphic Design ( C )  
7 GCSE's Grade B - C including Science, Maths and English.

### Relevant Experience

Jan '09 - May 2011  
UMC Group Ltd  
**Marketing Manager**  
Managing three in-house staff | Strategic planning | Studio Management | Event Organisation & Management | Website Management | E-mail Campaign Management | Sponsorships and Co-Marketing | Budget Management | Pay-per-Click management | Search Engine Optimisation | Copywriting | Video scripting, filming and editing.

May '03 - May 2011  
UMC Group Ltd  
**Graphic Designer**  
Print Design for internal documents, brochures, leaflets, direct mailings, posters display banners and exhibition materials | Web design & development | HTML e-mail design | Video Production | Product Photography

See Portfolio Examples on my web site  
<https://derby.graphics>

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### Personal Details

Born:	1980
Marital Status:	Married, 2 Children
Diving Licence:	Full, Clean
E-mail:	kieran@harrod.graphics
Website:	<a href="https://derby.graphics">https://derby.graphics</a>

### Interests

Many of my interests lay in design, photography, art and architecture and I enjoy reading books around these subjects as well as getting involved. I post selected photographs at <http://www.flickr.com/kharrod> and blog about design on my website, run a logo design blog at <http://logocurio.us>.

I also enjoy music both listening to and making (badly), going to gigs (less since the family expanded)! Computing and new technology is also of great interest, keeping an eye on what's hot and cutting edge.

I am a STEM ambassador with the Derbyshire Education Business Partnership working with local schools to expand opportunities in Science, Technology, Engineering and Mathematics.

Recently I've been exploring user interaction with ChatBots an example of which can be seen at [m.me/derbydesign](https://m.me/derbydesign)

I am a committed Christian and am involved in my church Christ Church Derby, helping with young peoples work and the marketing and design aspects.

<https://derby.graphics>