





Education & Training

- **xChange Training Adobe InDesign**
Masterclass Training Course
- **HNC in Creative & Interactive Media** - Distinction/Merit
- **Diploma Foundation, Design & Applied Arts** - Merit
- **GNVQ Advanced Art & Design** - Merit
- **AS Levels in Art & Design, Photography, & Graphic Design**

The billboard features a white background with diagonal stripes in red and teal. The text is arranged in a list format, with each item preceded by a bullet point. The courses listed are: xChange Training Adobe InDesign Masterclass Training Course, HNC in Creative & Interactive Media - Distinction/Merit, Diploma Foundation, Design & Applied Arts - Merit, GNVQ Advanced Art & Design - Merit, and AS Levels in Art & Design, Photography, & Graphic Design. A person is standing to the right of the billboard, providing a sense of scale.



Experience

Graphic Designer

Robertson/Fugro Robertson/FDS
June 2003 – January 2013

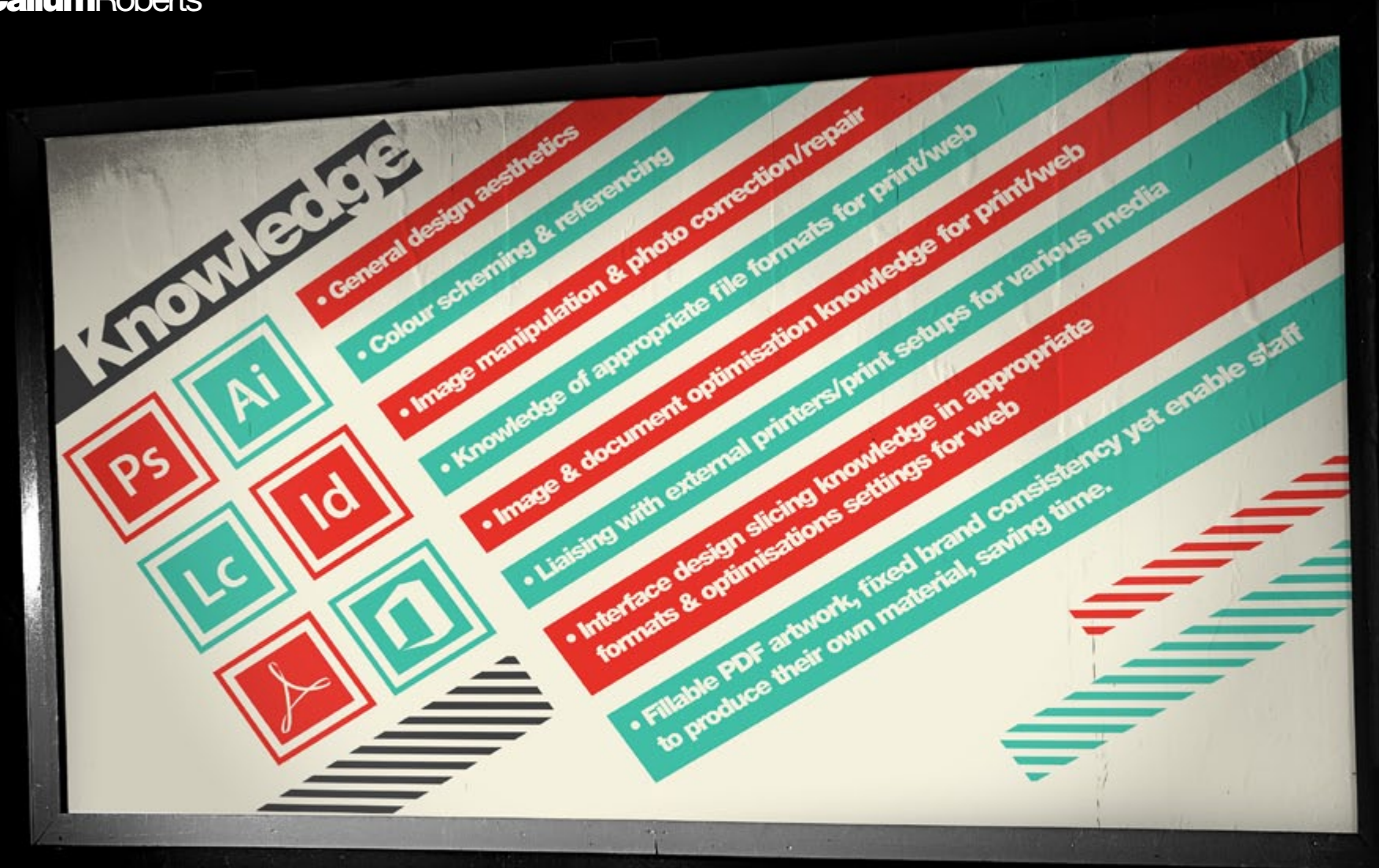
Website interface design, general graphic design,
moving on to marketing design post Robertson/FDS
split to cater for the company's requirements

Graphic & Marketing Designer

CGG Data Management Services
January 2013 – Present

Development & creation of marketing material,
website design & general graphic design from initial
design concepts and developments through
to final document presentation









Optimum

SPORTS & MOVEMENT THERAPY



Optimum Sports & Movement Therapy - Branding

Fiona approached me through a friend who recommended my services. Fiona was looking for a brand creating for her personal sports/movement business. She requested a clean, modern logo with an anatomically correct spine and pelvis included as this is the area she specialises treating. I drew all the elements by hand in Adobe Illustrator, creating block colour versions for multi media printing, and Photoshop for full colour versions as above.

Fiona Jones Founder

"Once Callum had created my logo and marketing materials I finally felt like a real business. Now I can be proud to advertise and able to charge what I know my services are worth because people trust the brand he has helped me to create; from my embarrassing little sketches to clean, sharp, crisp business materials."



- Sports and Remedial Massage
- Intrinsic Biomechanics Assessment
- Muscle, Joint and Nerve Screening
- Injury Prevention and Rehabilitation
- Corrective Exercise Programming
- Ante and Post Natal Core
- Back Pain



Intrinsic Biomechanics is the study of how your muscles, nerves and joints perform tasks or movements together, your mechanical make-up. Find out where your pain is coming from and target the root cause. Your body is a master of compensation and undetected dysfunction can leave you at risk of further injury.

Book in NOW for your assessment and corrective programming to overcome pain, niggles, injuries and regain your Optimum performance.

f optimumsportsandmovementtherapy
t optimummovement

07754202575
fjones_pt@yahoo.co.uk



Optimum
SPORTS & MOVEMENT THERAPY

Would you like to sit **PAINFREE** at your desk?
Move more **FREELY**? Run **FASTER**? Jump **HIGHER**?
Train **HARDER** without worrying about recurring injury?



I was given tailored exercises that I can do at my desk, and now for the first time in months I am pain free, without having to resort to ibuprofen - Paula

My hip and knee issue was preventing me from running. After the first session I noticed an improvement and by the third session coupled with the exercises, the issue was resolved - Ally

So I thought I would try out my new flexibility, I'm squishy, I'm pain and I can't pass on the bounce and not a bulge in my shoulder or back, thank you - Tom

Book in NOW for your assessment and corrective programming to overcome pain, niggles, injuries and regain your Optimum performance.

f optimumsportsandmovementtherapy
t optimummovement

07754202575
fjones_pt@yahoo.co.uk

Optimum Sports & Movement Therapy - Posters

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Optimum Sports & Movement Therapy - Business Cards

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TARMAC SPORTZ



Tarmac Sportz - Branding

Owning a 350z I am a regular on the forum, Chris was recommended my services by another forum user. Chris was looking to set up a Japanese aftermarket car parts store, we initially started with the logo design, I then helped him with his website, magazine adverts and even his sponsored 350z professional drift car! Chris is a long term client, his business is now a huge success (17k Facebook likes) and I like to think I helped him achieve his goals!

Chris Geraghty Director

"We have worked with Callum Roberts for the past 4 years, his design skills are second to none, he has a great eye for detail and finishes our projects on time, every time. We can't rate Callum highly enough."



Tarmac Sportz - Web

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TARMACSPORTZ

COBRA SPORT EXHAUSTS SHOP NOW OPEN

COBRA SPORT



Performance Exhausts
Using Performance in Exhaust Technology

Cobra Sport exhausts systems are manufactured from certified grade 304 stainless steel and TIG welded for a superior quality finish and come with a lifetime warranty for the original purchaser, giving you ultimate peace of mind.

De-Cats from £80 Rear Boxes from £185 Catbacks from £295

EXHAUSTS, DE CATS AND SPORTS CATS FOR MOST PERFORMANCE CARS



*We source the best tried and tested performance brands in the car tuning industry including Shilen, Dark Technology, Ark Performance, Injen and many more.

*We have a vast range of performance exhaust systems and exhaust related products, suspension upgrades, superchargers, turbo's, brake upgrades, engine products, intakes, vehicle styling, alloy wheels and more, all available to order online.

WWW.TARMACSPORTZ.CO.UK



SALES@TARMACSPORTZ.CO.UK

TARMACSPORTZ



All prices are inclusive of VAT and UK Mainland delivery.

SALES@TARMACSPORTZ.CO.UK



SCAN TO
LIKE US ON
FACEBOOK

VERS



HYUNDAI

HONDA

grades, superchargers,
able to order online.

CSPORTZ.CO.UK

Tarmac Sportz - Magazine Adverts

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Braden Gellenthien Personal Project Logo

Braden contacted me all the way from Texas, he was referred to me by a previous client who was a keen archer. Braden was looking for a new logo for his personal project, it had to be a bow riser, with wings and 'AW' hidden in memorial of his good friend. I created the logo entirely by hand in Adobe Illustrator. Luckily we got in done in just enough time to get some cap patches done, Braden wore the logo above winning his first of many world titles!

Braden Gellenthien World #1 Archer

"I approached Callum with a vague idea for a personal branding logo, his aptitude in the field was quickly confirmed, the logo was above and beyond the quality of my expectance. Callum was an extremely skilled pleasure to work with and I fully expect that he will carry these skills into your company to add value that few others could match."



Solent Inline Hockey Arena

Setti contacted me as soon as he'd secured the funding for the non profit rink facility down in Solent, Portsmouth. He wanted something bright, modern and must incorporate a rink shape into the design. I created the rink shape using the 3d feature in Adobe Illustrator, I styled the text elements to suit and created full colour raster (main above) and block colour vector versions for large scale printing (signage above) and various other media printing.

Setti Mulari Managing Director

"From a very basic brief Cal produced a brilliant logo that fits the organisation perfectly & communicates everything we required, first time. I will always contact Cal for any future design work, excellent communication & quality."



Conwy Legion United FC

Oliver contacted me regarding a new logo for the Legion football team, the old one was dated and didn't fit the look they were going for. The team wanted it to be traditional, showing off Conwy's heritage, including visual references to the town and the Legion itself, and the club slogan. I did the illustration work by hand entirely in Adobe Illustrator.

Oliver Walters Player/Manager

"Cal surpassed all expectations with the new club logo, myself and the lads are thrilled with it, and proudly wear it on all our new team wear. Callum's ideas, communication and design skills are first class."



British Drift Championships 6.2 Litre V8 350z Livery

Using stock photos of 350z's (top left silver car) Ian requested I came up realistic mock visuals and a livery design in his chosen team colours, incorporating all of his sponsor logos, adding new sponsored alloy wheels, rear bumper and exhaust relocation to the numberplate recess. I created the visual mocks from the stock images in Photoshop, I created the full vector artwork including sponsor logos in Illustrator liaising with Ian's chosen vinyl graphics supplier.

Ian 'Bizz' Phillips Professional Drift Driver

"Cal was responsible for developing the design for my race car to best represent my sponsors. He showed great design skill with a minimal brief. His communication between myself and sponsors was excellent which helped reduce time. The livery is still being very well received, I look forward to working with Cal in the future."

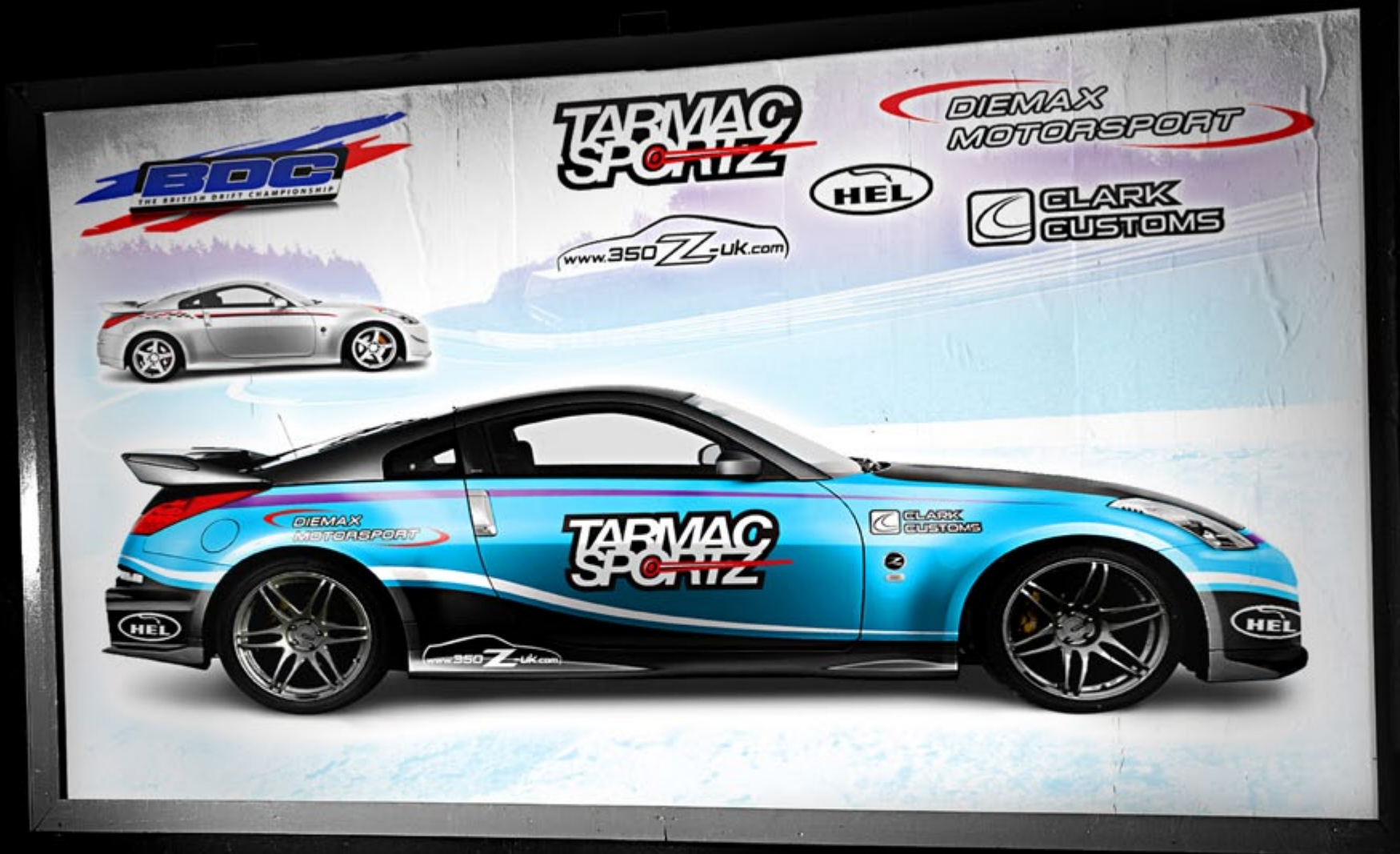


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C&R Home Improvements - Branding

Kurt contacted me through a mutual friend and previous client looking for a logo for his new home improvements business. Kurt had a clear idea of what he wanted in a logo so I began sketching out ideas. Once we'd agreed on a design I produced full colour raster and block colour vector versions. He liked the work new logo so much he set me to work on his website, business cards and any other promotional materials he required.

Kurtis Champan Director

"I was introduced to Callum through a mutual friend. I gave him the task of creating a new logo for my business. After a brief chat about ideas I had, Callum promptly came back with drafts and very soon we had the finish product which I am absolutely delighted with. Numerous people have complimented me on the "professional" image it brings to my business. ."



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Cell/Wifi Manager - BlackBerry Icons for RIM Australia

I was contacted by Paul all the way from down under through a mutual friend/colleague, Paul required some new icons for a project commissioned by BlackBerry Research in Motion Australia. I sketched out some ideas in Adobe Illustrator, used the 3d function, and applied full effects in Photoshop exported at the correct sizes for icons. This application is used to automatically toggle between wifi and cell network for optimum speed.

Paul Haenel Technical Director

"Callum is a great graphic designer and has helped us to get our BlackBerry project successful and delivered to our expectations. He has a lot of attention to detail and his accurate and on time delivery was key to us. I'm sure that it would work for anybody who has the pleasure to work with him."



Flight Mode - BlackBerry Icons for RIM Australia

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Nuclear Zones - BlackBerry Icons for RIM Australia

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TimeCam - BlackBerry Icons for RIM Australia

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BD Performance - Branding

I was recommended to Darren through a mutual friend and customer of his in 2009, his current logo was outdated and of poor design. We agreed on a basic concept of stylising 'BD' in a similar way to the Ford RS and ST logos, an area they specialised in tuning. I created the logo by hand replicating the fonts used in Illustrator, applying 3d effects etc. Darren liked it so much he let me take care of everything brand related even down to phone wallpapers!

Darren Evans Managing Director

"I met with Callum at his home and was immediately impressed by the prep work completed for the meeting. From there on we have had a fantastic working relationship both in work and outside of work. We are now at a point where we trust his judgement and no longer feel the need to provide anything more than a sentence as brief! Callum is a very trustworthy, loyal and talented young man."



BD Performance - Business Cards/Web/Wallpapers

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BD Performance - Uniform

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Colwyn Bay Football Club - Fundraiser Posters

Kurt, the Vice Chairman for the club was an existing client of mine for his home improvement business branding. Having been a success Kurt entrusted me with the marketing and promotional material for charity fundraisers, monthly match day advertisements and fixtures lists (a lot of the sponsors had no artwork so I had to make several mini ad's in very little time). All of the work was carried out in Adobe Photoshop to the printers specification.

Kurtis Champan Vice Chairman

"Callum has created all our match day, event and fundraiser posters since 2014. His attention to detail is awesome and he is unbelievably creative. He was given free reign with the designs, after our initial conversation we knew we could trust his knowledge and experience. The poster campaigns were hugely successful and look we forward to seeing his work again for the 2015/16 season."



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Dom Browne Fitness - Branding (Primary)

I met Dom in Hong Kong whilst playing inline hockey out there in 2011, Dom is originally from South Wales and moved to Hong Kong to set up his successful health and fitness business. After several sketches we both agreed on the pulse and weight discs to symbolise strength and conditioning. I drew the primary and secondary logos by hand in Adobe Illustrator for vector versions, and used Photoshop for full colour raster versions.

Dom Browne Founder

"I gave Cal a pretty generic design brief, I wanted it to be modern but encompass both health and fitness in the design. Cal did not disappoint. The design he made for me was exactly what I wanted, it was perfect for me and my business. Cal, he is smart, creative and friendly whilst providing an extremely professional service."



Dom Browne Fitness - Branding (Secondary)

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Thornton & Buckels

Kieren heard about my work through mutual friends I had completed work for in the automotive scene. He wanted a realistic looking logo styled like a car emblem, it had to incorporate the colour purple. I began sketching out ideas based on elements of manufacturer logos. I made both full colour effects versions in Photoshop and block colour vectors to enable Kieren to get the logo embroidered onto all aspects of his uniform and accessories.

Kieren Buckels Detailer

"From basic discussions, Cal achieved the realistic car manufacturer style logo we wanted, first time. It's fantastic looking and we will continue to use Cal in future for any design requirements."



El Ocho

Karl approached me with a logo request, and a problem... He needed to promote his new groups tour before it began. They had no photos of the band. So I created a band on stage scene using stock vector silhouettes and applying lighting and smoke effects in Photoshop. The logo had to include an '8' in a subtle manner, look modern but classical fitting the theme of his new group. I also edited the website graphics to suit for consistency.

Karl Davies MD, Midas Entertainment

"The design process was quick and easy, Callum responded perfectly to what we asked for. I found him very approachable as he genuinely cared about the work that was being produced. He's definitely someone I will use again and have advised other professionals to contact him for all their design needs."



Inline UK

Setti had previously contacted me for a logo for his non profit inline hockey rink project, having been a success he contacted me to update the national governing body of inline hockey's main logo. It was dated and poorly design. Setti wanted a shield and for it to represent all nations involved. After sketching up a draft, we agreed on a concept and I illustrated the whole logo and nation icons in Adobe Illustrator.

Setti Mulari Chairman

"From a very basic brief Call produced a brilliant logo that fits the governing body perfectly & communicates everything we required, first time. I will always contact Cal for any future design work, excellent communication & quality."



LightUp - My App for BlackBerry

LightUp was my application idea and design which went into production with the help of my BB developer friend Paul. I owned a BlackBerry phone many years ago, and the main thing that bugged me is that the screen did not illuminate on receiving a new notification, my app enables you to control screen illumination for several social media apps and messages. The entire body of work, from icons to interface slices were created in Adobe Photoshop.

Paul Haenel Senior Developer

"Callum had a concept for an app, we developed it as a team. The app was a success, achieving over 40,000 downloads! Callum's work on the icons and interface really gave the app a professional look."



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North Wales Inline Hockey Logo/Kit

Daniel requested I designed the existing logo and kit for the regional North Wales team, the logo and kit had to mix modern values to tie in with the sport and traditional aspects with representing the country. I created the logo sets, kit design and name and number stylings in Adobe Illustrator to the manufacturers specification. The kits were produced across 3 age groups and are still in use and complimented at international tournaments to date.

Daniel Barlow League Chairman

"Callum produced a modern yet traditional looking logo that fits the region and its heritage perfectly. He integrated the national colours excellently and so; are easily identifiable as our region"



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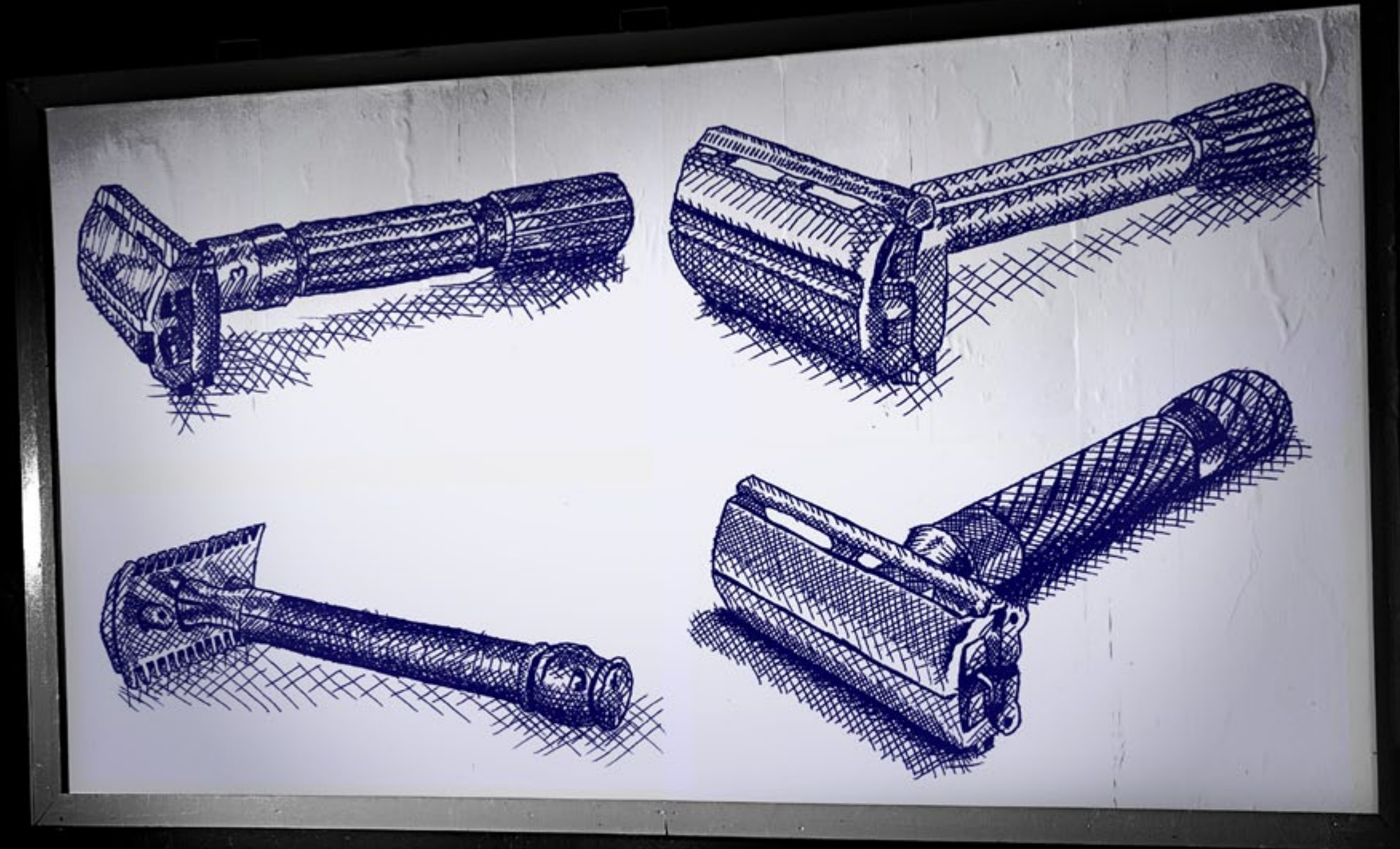


Photo Restoration

My colleague Jen asked me if I could tidy up her ripped, tattered, cracked old photo for a birthday present. The photo was very precious to her and irreplaceable as her Father had passed away. I did my best to restore the photo and join it up in Adobe Photoshop. I also removed grain and corrected the levels. She was absolutely thrilled with it and was quite emotional. Great feedback to get from a job.

Jen Parry Financial Administrator

"I was hoping Callum could perhaps tidy up the broken photo a bit, I was shocked to see he was able to completely restore it to its former glory! It made a great present as my Father is no longer with us"



Biro Illustrations for Polish Razor Distributer

I was recommended to Jakub by an old friend that now lives in Poland. Jakub needed some illustrations to use on all of his promotional material, website and packaging. Jakub provided me with photos of the old style razors he would like illustrating in a sketchy biro style. After carrying out the illustrations, I scanned them in and output to transparent png and vector transparencies.

Jakub Dutka Founder

"Callum's illustrations and graphical knowledge are excellent. The files he provided me with are exactly what I wanted, in exactly the correct formats. They play a big part in promoting my business."



Ysgol Aberconwy Reunion Poster/Tickets

Conwy in the Community was founded by Oliver Walters and Ian Pattinson with an agenda of hosting fund raising events to donate to local causes and charities. Oliver contacted me looking for promotional material to push their new school reunion event. Falling under that age group in the school I was happy to help. The poster and ticket design were created in Adobe Photoshop and exported to the printers specifications.

Oliver Walters Founder, CTC

"Callum's professional and vibrant work ensured our event was a huge success, we continue to use Callum for all our graphic design requirements. Excellent skills and service."



Revolve Automotive - Branding

Paul was referred to me by a number of people on the 350z forum and the automotive customisation scene, he was seeking to launch a new business specialising in car care, customising and servicing. Paul wanted to attract expensive sports cars so I set about drawing a supercar silhouette in Adobe Illustrator. Using WordPress I also created new graphic slices and rolling slider images for the main window to complete the look.

Paul Rice Founder

"I believe that translating a vision into reality is a particularly difficult task. It is a testament to Cal's ability that every single deliverable was met without amendment - on every product he has created for us."



Revolve Automotive - Web

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"I believe that translating a vision into reality is a particularly difficult task. It is a testament to Cal's ability that every single deliverable was met without amendment - on every product he has created for us."



St Joseph's Family Centre

Michael was an old colleague of mine, he'd been given the task of designing a new website for St Joseph's Family Centre. Michael contacted me as the centre were using a very poor looking logo, after a few brief discussions with Michael and the manager I began to sketch out ideas. I tried to render the SJ as an adult caring for a child, I mixed modern fonts with child like handwritten fonts to achieve the look they were going for.

Michael Simcoe Developer

"Callum produced a fantastic looking logo in very little time, from a very basic brief. It fit the bill perfectly and we would not hesitate to use Callum for any graphic work in the future."



Tier 1 Strength & Conditioning

Thomas is an old hockey team mate of mine that is now living in Canada running his personal training business. After discussing lots of ideas with Tom, we agreed on a simplified athletic silhouette in order to portray the strength and conditioning aspect. Tom wanted it to look very modern and have a 3d element to it, I used lots of layers and effects to simulate depth and gloss to achieve the look Tom was after.

Thomas Hughes Founder

"Cal was a huge help in the whole process of creating my logo, excellent communication, fantastic work and all done lightning fast. Couldn't be happier with the service and my finished product."



Thank You For Viewing My Portfolio - I Look Forward To Hearing From You... **Callum**

cal2319@hotmail.com 

 **07825045591**