



Tara Roskell | freelance artist  
and designer

## curriculum vitae

### Personal Details

**Name** Tara Roskell  
**Address** Ivydene House, Ivydene Terrace  
Broughton, Northants. NN14 1NJ  
**Telephone** 01536 791769  
**Mobile** 07787 716529  
**Email** tara@troskell.demon.co.uk  
**Web** www.tararoskell.co.uk  
**Date of Birth** 25th December 1969  
**Status** Single

### Qualifications and Awards

**2001** **VMA Awards**  
Best Farmer Media 2001  
Most Adventurous Advertising of the Year

**2000** **VMA Award**  
Best Farmer Media 2000

**1990 - 1992** **Nene College**  
Higher National Diploma in Graphic Design

**1988 - 1990** **Nene College**  
National Diploma in General Art and Design

**1981 - 1988** **Wollaston School**  
9 O levels, 3 A levels

### Software Experience

Quark Xpress, Photoshop, Illustrator, Freeway, Strata 3D Pro.

### Leisure

I enjoy painting, and I am currently learning to play the guitar.

### Employment History

**October 2001 - October 2003**  
**Fullcircle Media**  
**(Design and Advertising Agency)**  
*Director*

As director of a small advertising and design company based in Berkhamsted, I worked hands on from concept to finished artwork including art direction of photography, illustration, management of freelance designers and artworkers, and client liaison. I left the company due to my business partners move abroad.

**May 1999 - October 2001**  
**Russell Associates**  
**(Design and Advertising Agency)**  
*Senior Designer*

Working on projects from initial concept to finished artwork, including art direction of photography and creation of copylines and illustrations. My job involved a lot of concept work for advertisements which were used in both consumer and trade magazines, but also literature and package design.

**January 1998 - May 1999**  
**5 Communication**  
**(formerly known as Readesign and Link Marketing)**  
*Senior Designer*

Design through to artwork on a variety of projects. I was particularly interested in the initial concept work and enjoyed creating copylines and themes for posters, advertisements, etc.

**April 1996 - December 1997**  
**The Design Partnership Ltd**  
*Graphic Designer*

Producing initial concepts through to artwork and liaising with the client at all stages. Designing brochures to exhibitions, packaging and POS. Responsible for producing briefs for the in-house reprohouse and ensuring the job was ready on time.

**February 1994 - April 1996**  
**Foster Design Consultancy Ltd**  
*Graphic Designer*

Working from initial brief, producing concepts and following them through to setting up for artwork and print. During the Partners holidays, I was responsible for the smooth running of the business.

**February 1993 - February 1994**  
**Spearmark International Ltd**  
*Graphic Designer*

As a member of an in-house design department, I was involved in the design of the company's products, packaging, POS etc.

**July 1992 - February 1993**  
**Nene College Marketing Department**  
*One Year Internship as a Designer/DTP Operator*

Taking initial briefs, liaising with both printers and members of the college staff to discuss their design requirements. Working from pencil sketch to artwork.