



# Paul Thomas Balfour

Graphic Designer / Creative Artworker

## / Profile

**Name**

Paul Thomas Balfour

**Date of Birth**

8th November 1969

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**Email**

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**Website**

www.paulbalfour.com

## / Social

 @paultbalfour  
 paulthomasbalfour

## / Highlights

A highly talented, motivated and flexible freelance graphic designer & creative artworker with a passion for creative solutions across a range of media with 20 years of experience working for a broad range of clients. A proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales.

2015

**Berwin Leighton Paisner**

Creative artwork for in-house corporate marketing team both online and in print.

**Wordsearch**

Literature creative artwork for Masdar, Oberoi Realty, Knight Frank and Battersea Power Station.

2014

**Moving Picture Company (MPC / Technicolor)**

Developing brand guidelines, brand assets and templates for the Technicolor 100 Years campaign.

**Company Ltd**

Literature branding creating print templates and brand assets for Climate Focus, literature for Global Canopy and Catapult.

2013

**Solcroft Ltd**

Design and production of marketing campaign materials for The Portland Hospital, The Lister Hospital, London Bridge Hospital.

2012

**Purpose**

Literature implementation and production for Kinleigh, Folkard, Hayward and Design Council literature.

## / Education

1993 – 1994

**BA (Hons) Degree Graphic Design/Advertising**

Buckinghamshire College of Brunel University

1991 – 1993

**BTEC (HND) Graphic Design/Advertising**

Buckinghamshire College of Brunel University

1990 – 1991

**BTEC (ND) Graphic Design/Advertising**

Canterbury College of Art & Design

## / Skills

**Professional Skills**

Adobe Indesign CC 2015



Adobe Photoshop CC 2015



Adobe Illustrator CC 2015

**Personal Skills**

Organisation



Communication



Time Keeping



Team Player



Commitment





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## / Highlights (continued)

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- 2011**      **Wieden + Kennedy (London)**  
Outdoor campaign development and production for Nike #makeitcount, Honda Civic and Lurpack. Also pitch work for Maximus Vodka.
- 2010**      **300million**  
Literature development and production of marketing brochures for Land Securities, Orchestre de Paris and British Council for Offices.
- Table 19**  
Development and print production for web banners, in-store point of sale marketing and press advertising for Sky HD, Carphone Warehouse.
- 2004 – 2010**      **The National Patient Safety Agency**  
Responsible for design and production of all NPSA publications and brand communications.
- 2004**      **Arcadia Group**  
Design development of merchandising manual, POS materials, flyers, banners, in-store graphics for Topshop and Topman.
- The Body Shop International**  
Developing product specification drawings and detail graphics from initial concepts for Body Shop product development.
- Royal Institute of Chartered Surveyors**  
Development of brand manual and marketing materials for in-house team.
- 2003**      **Winkreative**  
Brand manual development for James Perse and Stella McCartney. Creative Artwork for Swiss Airlines Annual Report.
- 2001**      **Spin**  
Literature development and production for Nike, D&AD and The British Council.
- 1999**      **StartJG**  
Literature development and production for Virgin Cars, V-Shop, Virgin Trains, Virgin Mobile and Virgin Atlantic.

Other places worked include 20/20, Ally Design Ltd, Anderson Norton, Arcadia Group, Appetite, Bang Communications Ltd, Barnes Vereker, BHWG Advertising, CHJS Advertising, Company Ltd, Conran Design Group, Corpbrand, Crabtree Hall, Curtis Hoy, David Shalam, Davison Williams, Debenhams, Design House, Gavin Anderson, Green Moore Lowenhoff, Hasbro, Holmes & Marchant, Hudson Wright Associates, Identica, In Real Life, KHWS Advertising, Landor Associates, Legas Delaney, Marks & Spencer, Nettec, Philosophy Design, Purpose, Smith and Milton, Spin, StartJG, The Ladders Agency, Thumb Design, RICS



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## 1. Climate Focus

Literature branding and print templates for Climate Focus.

## 2. Masdar City

Creative artwork and retouching for exhibition marketing and collateral.

## 3. Swiss Airlines

Annual report & accounts creative artwork.

## 4. Technicolor / 100 Years

Brand guidelines and brand assets for the Technicolor 100 Years campaign.

## 5. The Little Biodiversity Finance Book

Creative artwork and retouching for research report.

## 6. Design Council/CABE

Literature development and production for business to business services brochure.

## 7. Nike

Creative artwork for Nike #Makeitcount campaign.

## 8. Battersea Power Station

Creative artwork & image retouching for property marketing brochure.

For more work samples visit:  
[www.paulbalfour.com](http://www.paulbalfour.com)

