



# Derrian Bradder | Graphic Design

www.derrianbradder.com

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## Derrian [ De-ree-un ]

An experienced senior designer with over a decade's experience in the publishing industry. Skilled in editorial design, children's non-fiction and graphic design. Strong arts and design professional with a BA (Hons) in Graphic Design. Yorkshire born and bred.

### ABOUT ME

I'm a London-based designer with a background in children's publishing and a meticulous eye for detail. I'm incredibly passionate about creating innovative, eye-catching designs and apply this across a wide variety of categories.

In addition to book covers and spreads, I enjoy working on marketing material such as catalogues, magazine adverts and social media assets.

### SKILLS

#### ADOBE CREATIVE SUITE

InDesign, Photoshop and Illustrator.

#### COLLABORATION

I work well with others and enjoy working closely with editors and other members of the team to ensure we are creating the best final product possible.

#### TIME MANAGEMENT

Reliable and efficient, I work well under pressure and to tight deadlines.

#### COMMITMENT

I am extremely hard working and willing to help in any way I can. I give everything my absolute all and have a keen willingness to learn new ways of working.

#### FEEDBACK

I am comfortable giving feedback to illustrators, freelance designers and junior staff, as well as briefing freelance designers.

### EDUCATION

#### UNIVERSITY OF CUMBRIA

BA (HONS) GRAPHIC DESIGN

2:1 2012–2015

#### OTHER QUALIFICATIONS:

CertHE – Visual Communication 2011–2012

BTEC ND – Graphic Design 2009–2011

10 GCSEs A-C 2004–2009

### EXPERIENCE

#### BUSTER BOOKS | MICHAEL O'MARA BOOKS SENIOR DESIGNER – BUSTER BOOKS

July 2022–present

#### DESIGNER – BUSTER BOOKS

April 2018–July 2022

#### JUNIOR DESIGNER – BUSTER BOOKS

December 2015–April 2018

#### RESPONSIBILITIES INCLUDE:

- Creating book covers and spreads across a wide range of non-fiction titles, both in a series and standalone. This involves working on titles for both the children's imprint and the art imprint, LOM ART.
- Retouching and amending artwork.
- Creating rough visual briefs for illustrators.
- Liaising with various departments to style interior spreads and covers, discuss deadlines, supply files for print and create marketing materials.
- Managing and supporting junior members of staff – supervising projects, checking files.
- Updating and supplying reprint files and maintaining the archives.

#### CONTRIBUTIONS:

- Planned and led training sessions for new editors on how to use InDesign, Photoshop and Illustrator.
- Created and maintain a design handbook for the company, detailing all of the processes and terminology we use in the design department.
- Ideas for new titles, including sourcing potential artists and illustrators.

#### FREELANCE | DESIGNER

February 2017–present

#### PENGUIN RANDOM HOUSE

DESIGN ASSISTANT – CHILDREN'S

June–October 2015

- Creating book covers and spreads, reprints.