

2019 Graphic

Design

Portfolio

Jay Pearson

Web Design

Type And Print Design

Illustrator

C

V

*Curriculum vitae

- Who Am I?
- Education
- Skills
- Work/Work Experience
- & Achievements
- References



1. Who Am I?

I'm a twenty three year old graphic designer. I have a 2:1 in Graphic Design BA(Hons) from The University of the West of England, Bristol. I enjoy all design work but especially type, print and website design.

I'm looking forward to working in a friendly graphic design studio with a healthy working environment and the opportunity to expand my existing skill set.



2. Education

Bishop Perowne Church of England College:
9 GCSEs ranging from A* to C including Maths and English.
Worcester Sixth Form College:
4 A-levels ranging from A* to C.
Stourbridge Art and Design College:
Merits and distinctions at Foundation Level for Art and Design.
University of the West of England:
2:1 in Graphic Design BA(Hons)

3. Skills

Interpersonal: Working and communicating within teams in all course work to complete tasks more efficiently and to a higher standard than working alone. This quality was also prevalent working in Parks café, working under pressure and with others both front of house and in the kitchen.

ICT: I have extensive experience with most common programs, including but not limited to all Microsoft Office applications and Adobe programs, and have an in-depth knowledge of computer hardware and maintenance. This also allows me to work well independently and quickly learn new/proprietary software if necessary. I also have experience in website building and coding

Time management and flexibility: I'm used to managing deadlines and making sure time is available for project completion. I recognise that flexibility is fundamental for a business to operate effectively.

Contact Details

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Address: 49 Waterworks Road WR1 3EY, Worcester,
Worcestershire
Contact Number: 07526 500885
Email Address: jay.z.w.pearson@gmail.com

4. Work/ Work Experience And Achievements

Well-travelled, confident, open minded and flexible when going to new places and meeting new people.
Exhibited work and curated exhibitions.
Conducted interviews with design studios and creatives
Work experience at F8 Create Design studio.
Work experience at the National Trust Hanbury Hall.
Charity work for Childreach International.
Photography for bands and assisted on a photography shoots for a chain of pubs.
Experience in running a business and bike building for Laufmaschine, a company which was partially run and owned by me.
Up to date on current affairs and ongoing developments in the art and design world.
Have a driver's license.

5. References

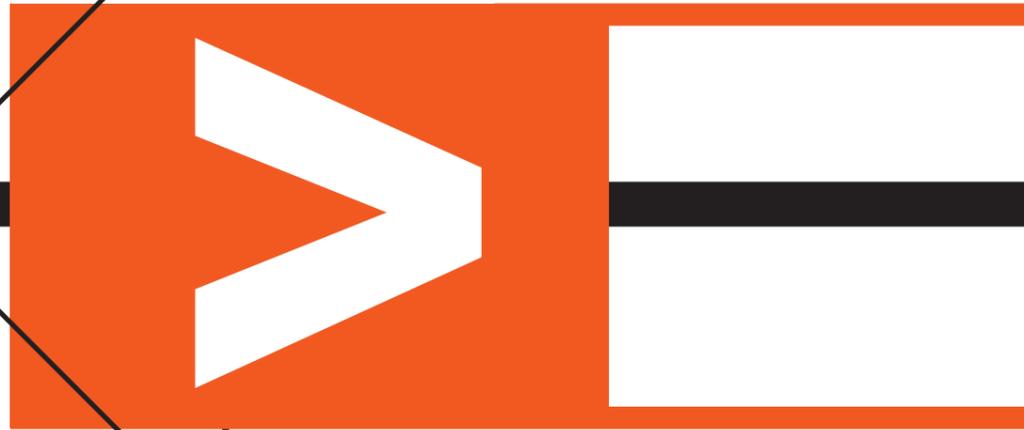
Paul Richardson - Owner of Parks café, Droitwich - number Telephone: 01905 776 633 - Email: info@parkscafe.co.uk
Kate Rogers - Graphic Design tutor at the University of the West of England - Email: Kate2.Rogers@uwe.ac.uk
Further references available on request.

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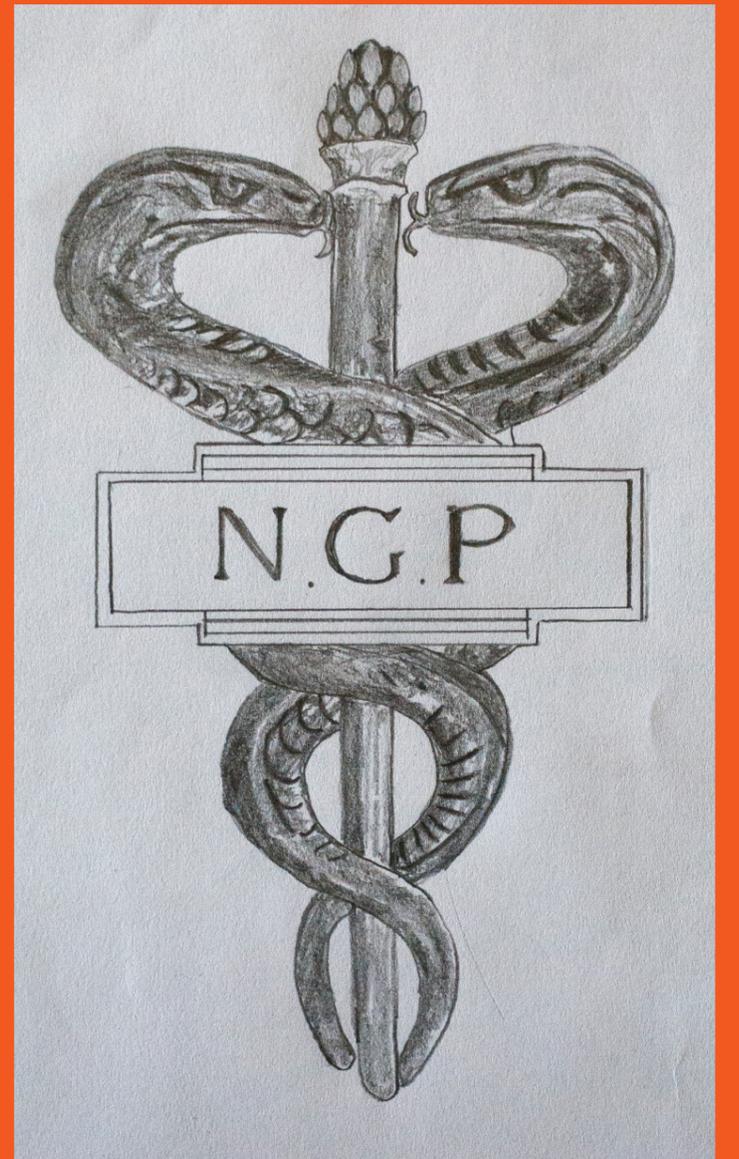


Grandfather's Monogram

One of my recent projects was to design and embroider a monogram for one of our grandparents. I decided to create a monogram for my dad's dad (Norman Goundry Pearson) who was a doctor specialising in lung diseases. Finding out that he had contributed a considerable amount of time and energy to his profession as a doctor and showed a lot of passion for it throughout his life, it only seemed right to create a monogram which truly represents him. I created this taking elements from both his BMA (British Medical Association) badge and the typography on his old lighter which had his initials engraved on. The serif font adds to the stylistic element of the design.

8.



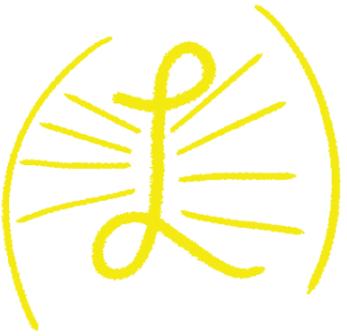


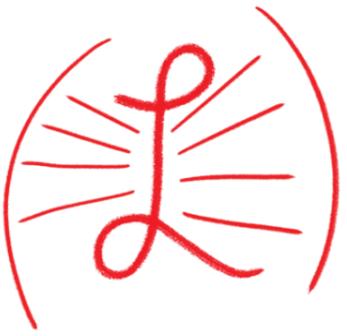
9.

Laufmaschine

Having a huge passion for cycling and bicycles, me and a close friend decided to create a vintage bicycle maintenance and restoration service where we find old bikes to fix up and sell on. Keeping in mind that we are a very small, local business I created a logo which encapsulates that by creating this hand drawn logo for our business 'Laufmaschine' which is named after the first bike ever created. I've designed the logo to both fit on stickers to attach on to bicycle frames and for our Facebook page (<https://www.facebook.com/laufmaschinebristol/>) hence the logo had to be very flexible. So far our business has been running successfully with us managing to sell and acquire many different vintage bikes.

Laufmaschine

Laufmaschine 

Laufmaschine 

Laufmaschine 

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Publications



RICOH
R10
GR11

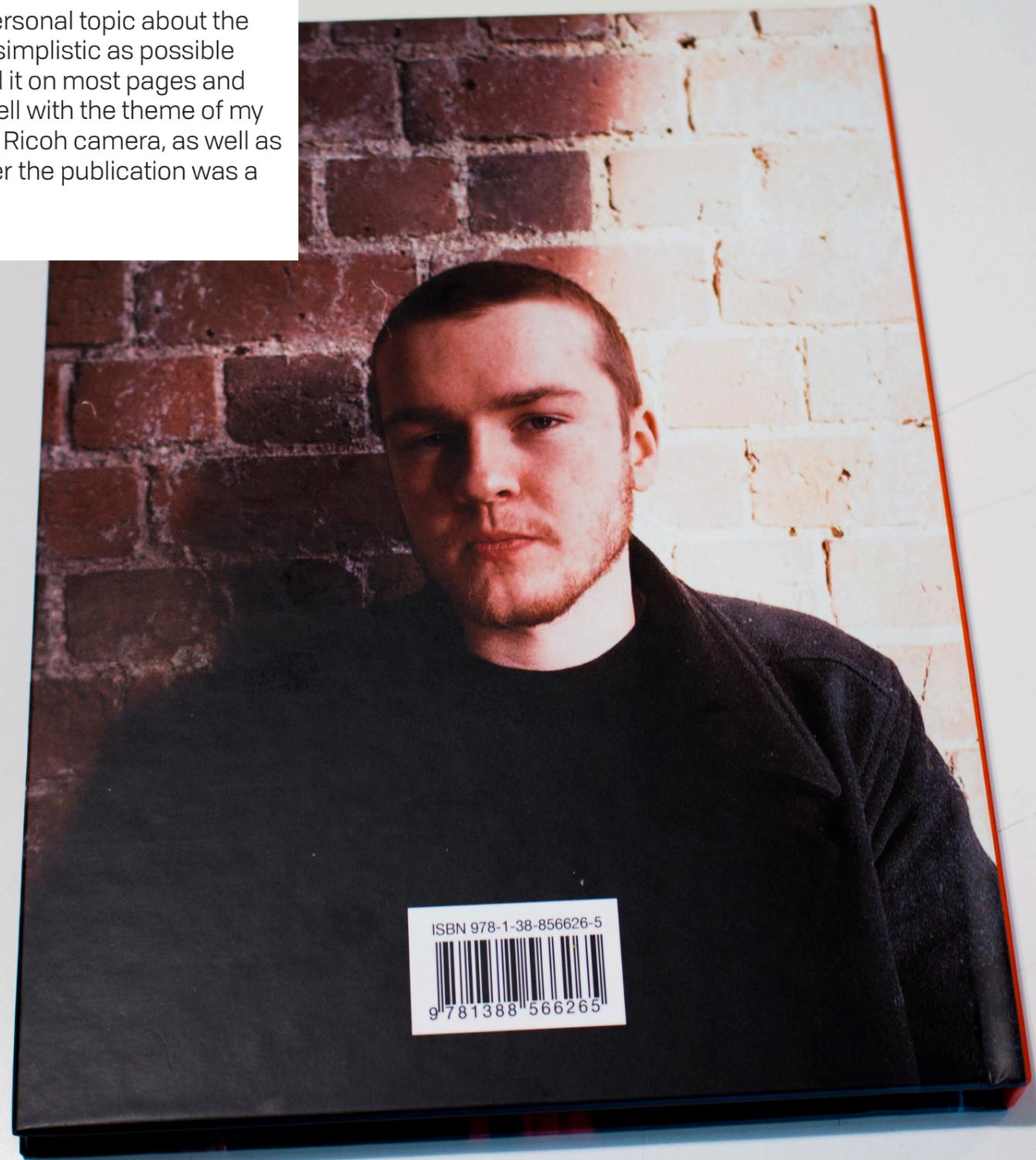
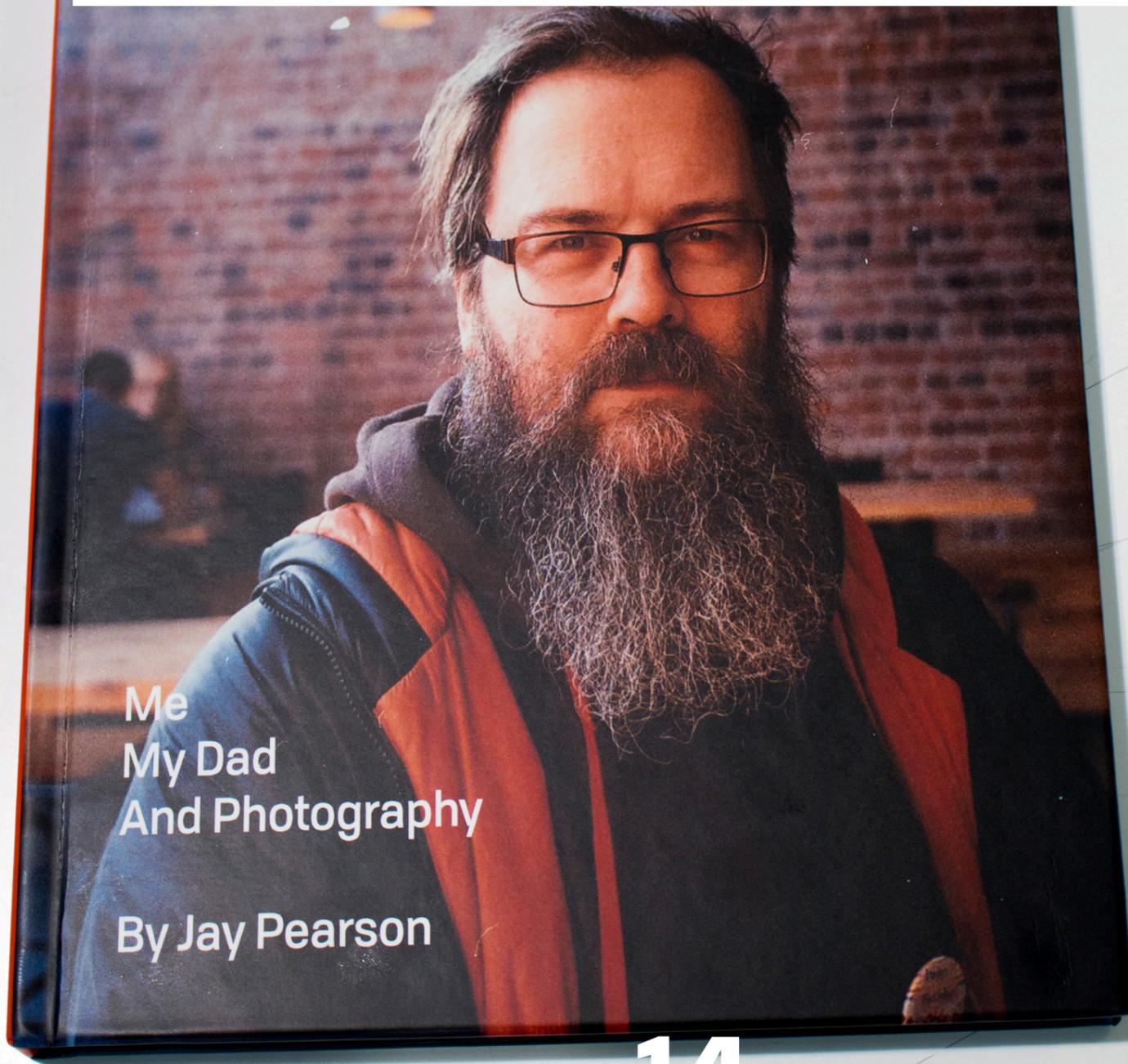
Me
My Dad
And Photography

By Jay Pearson



One Thing About Everything

This project is the latest and proudest piece of design work I have produced yet being on a very personal topic about the relationship between me and my dad and our love for photography. I wanted to keep this book as simplistic as possible with the main focus being on the photos in my book. With regards to the text in the book I centered it on most pages and chose the typeface 'Tofino' which is a nice, stylistic, easy to read san-serif typeface which fits in well with the theme of my book. This book serves as documentation of my experience this semester through the eyes of the Ricoh camera, as well as documenting my dad's experience of photography through the Ricoh range of cameras. Altogether the publication was a total of 130 pages.

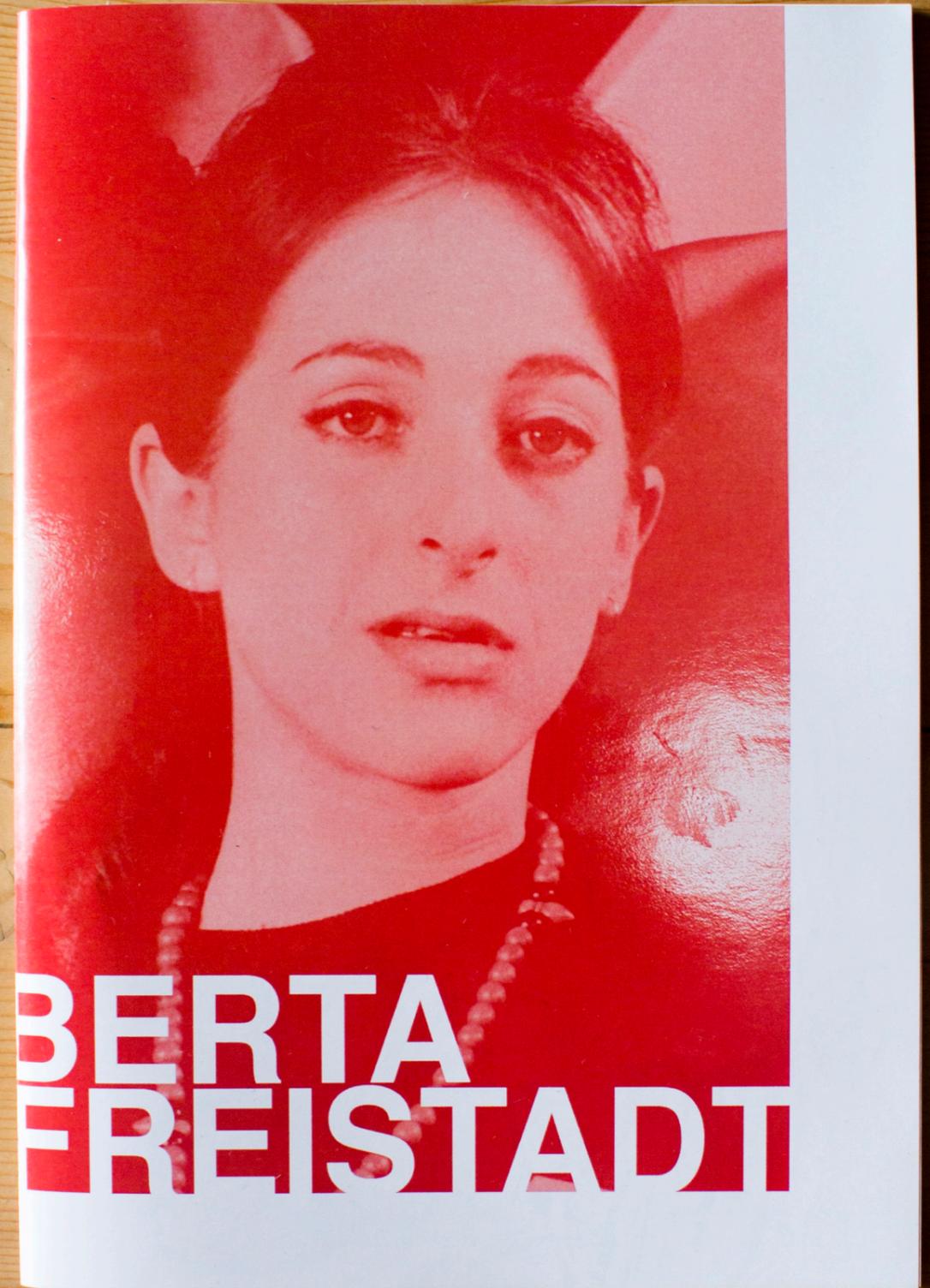




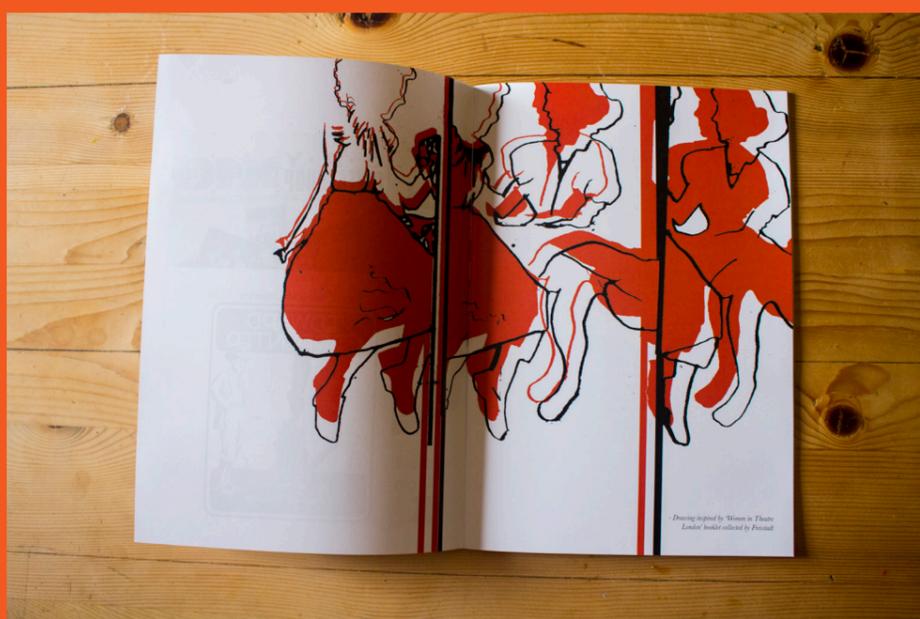
15.

Archive Publication

One of my first group projects was to produce a publication with the goal of making some of the University of Bristol's Theatre Collection public and exhibiting certain elements and aspects. Given a couple of hours to look through the archive we managed to find a collection of material about a performer called Berta Freistadt who performed in various feminist, lesbian and gay performances and productions from the 1960s through to the 1980s. Inside the publication itself we listed various productions and plays she was either a part of or wrote. We also added in a timeline of various major landmarks for feminism in the time period that she was active.



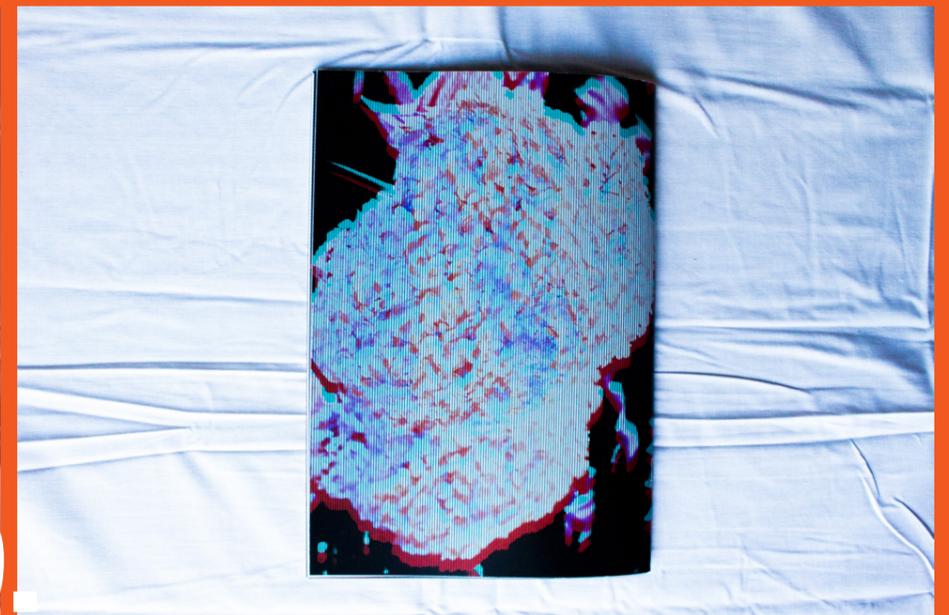
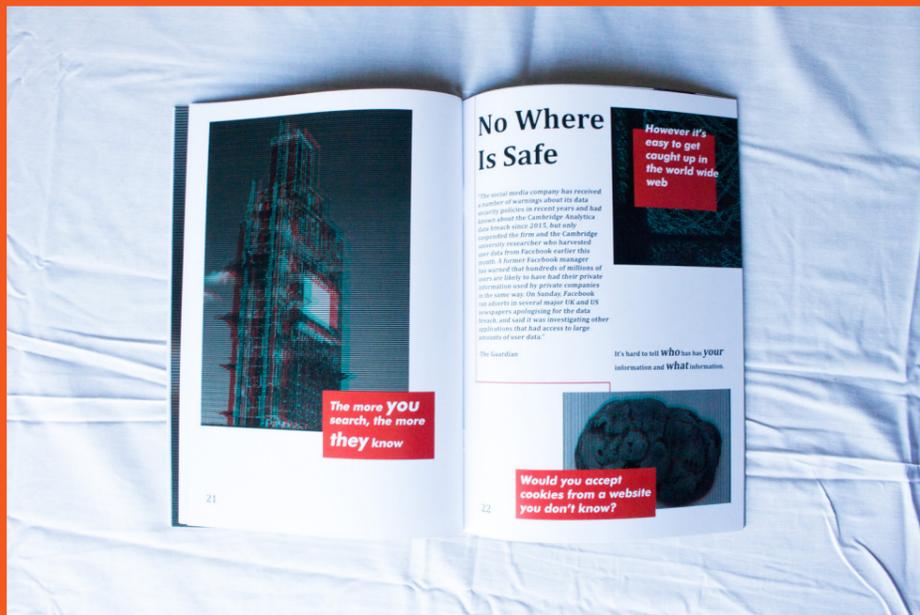
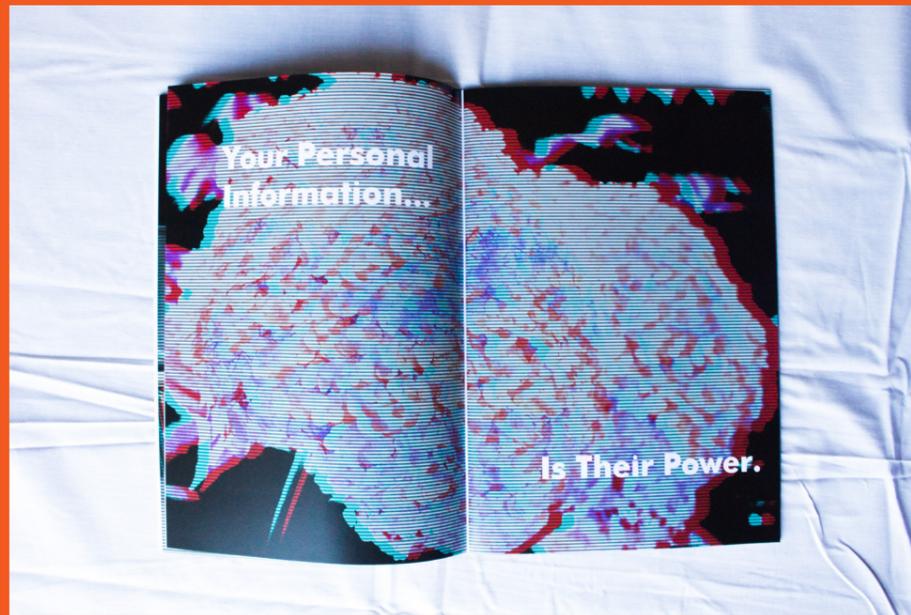
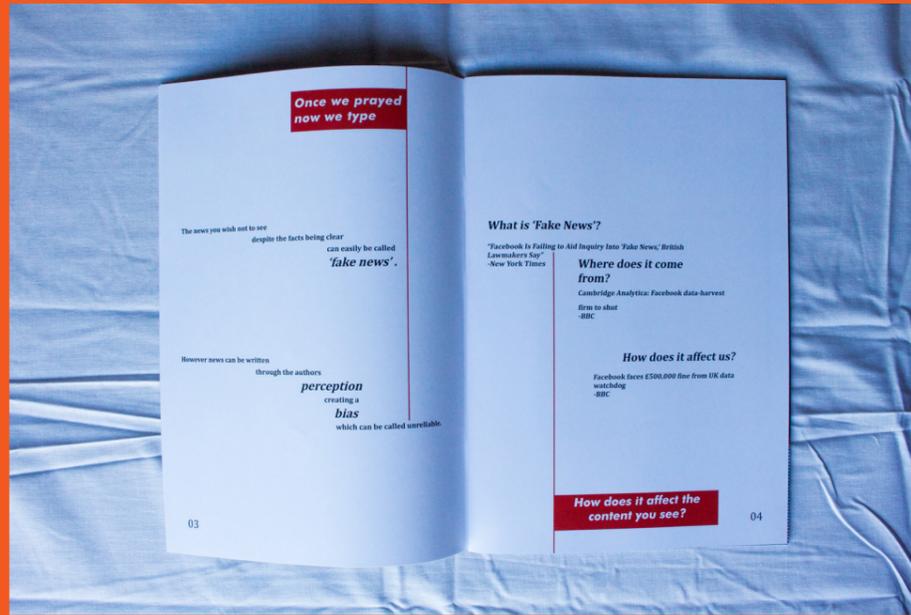
16.



Data Publication

This publication was the starting point for my data project which looks at the relationship we have with data and the various aspects of our lives that it affects. The main theme of this publication is looking at how data is linked to fake news and how it can be used to subvert democracy by manipulating people's opinions by misinforming them about key issues. A key, contemporary example of how data and fake news has been used to manipulate people's opinions, is in the lead up to the 2016 Brexit referendum. I also explore the theme of how fake news is almost like a prayer to the internet and how the creators of fake news are conjuring up a world they wish existed through fake news articles which in turn have the potential to warp people's perspective of the world.





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Illustration
Screenprinting
And Video Work

3



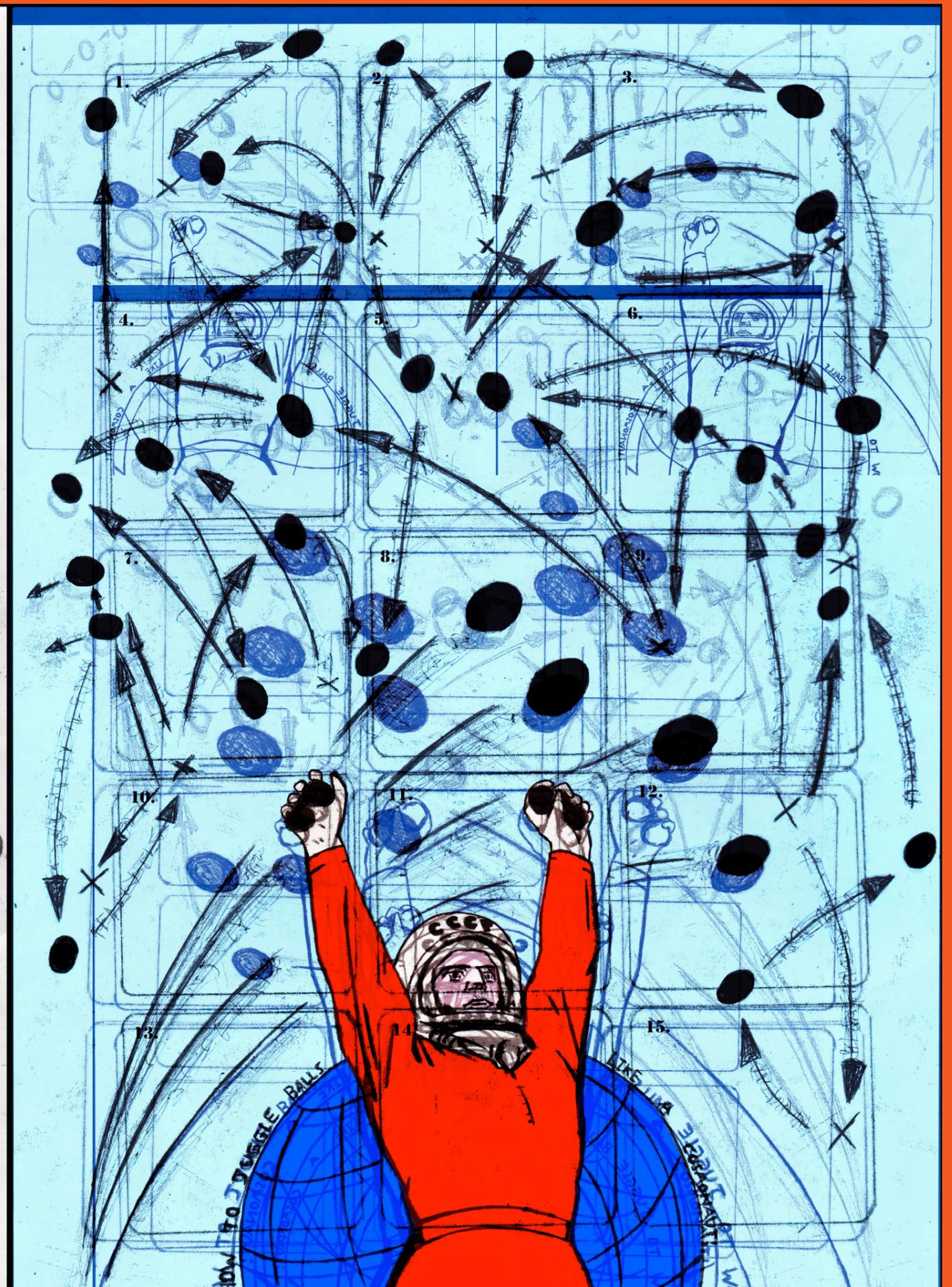
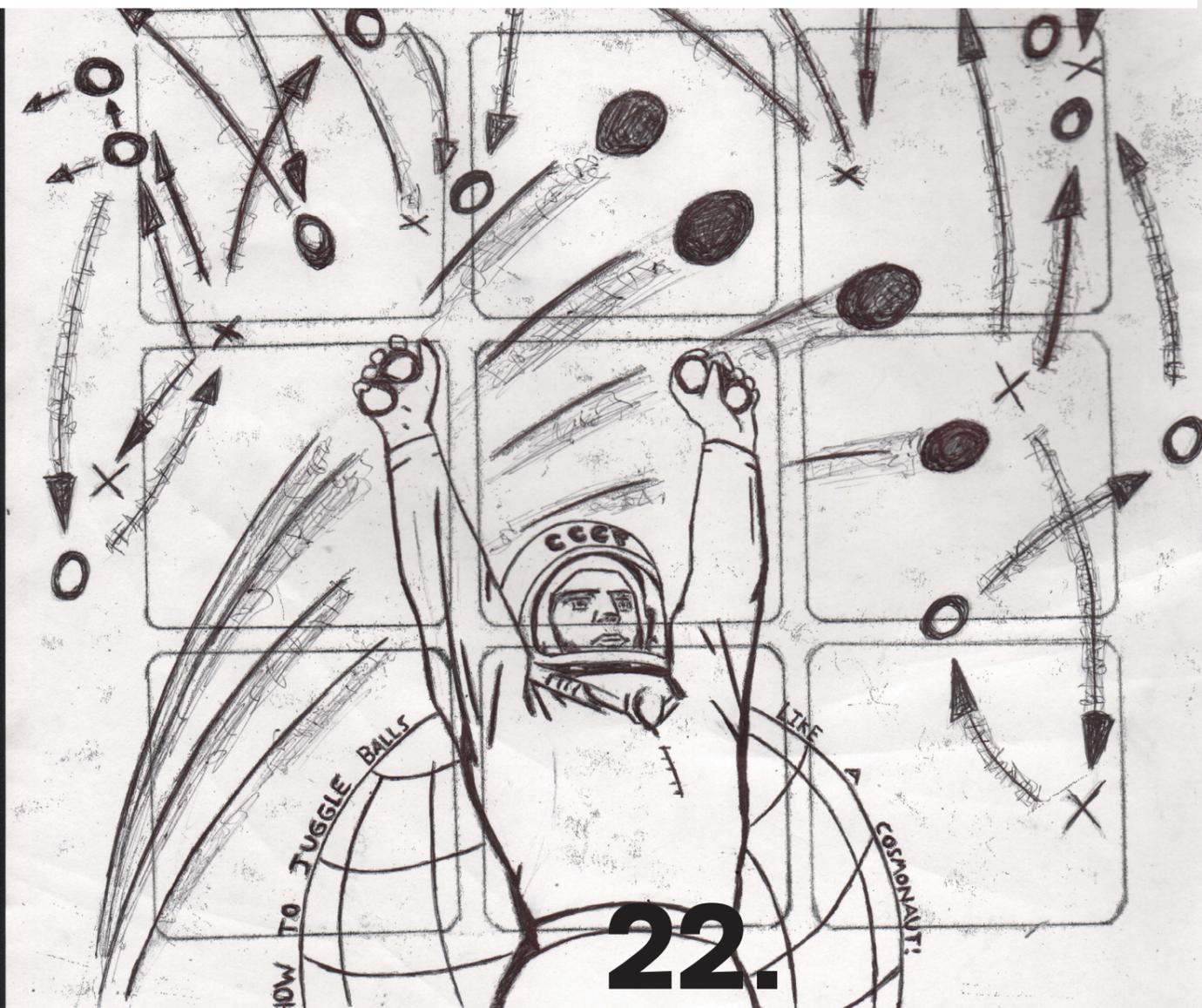


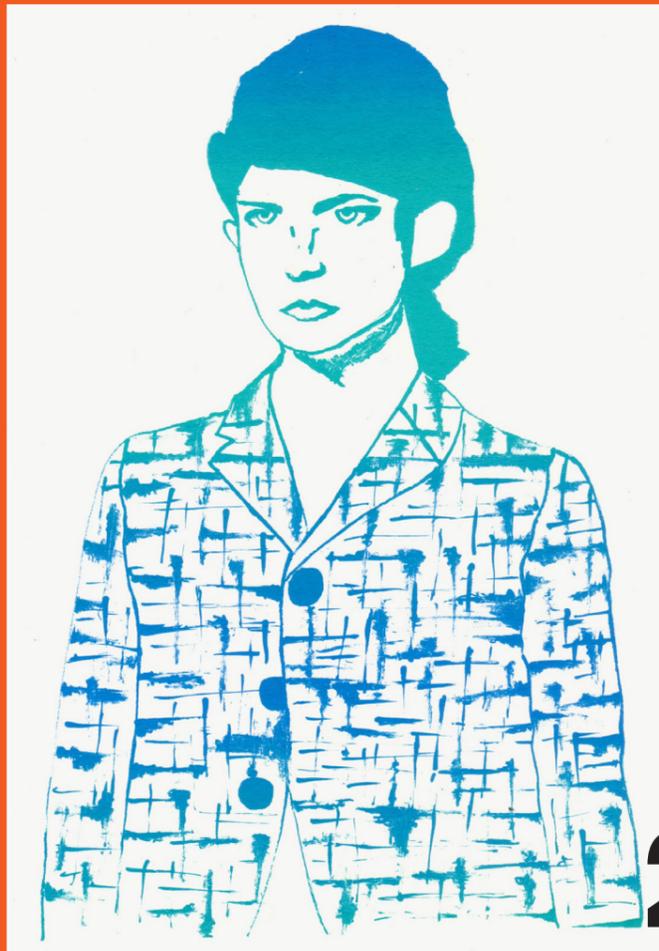
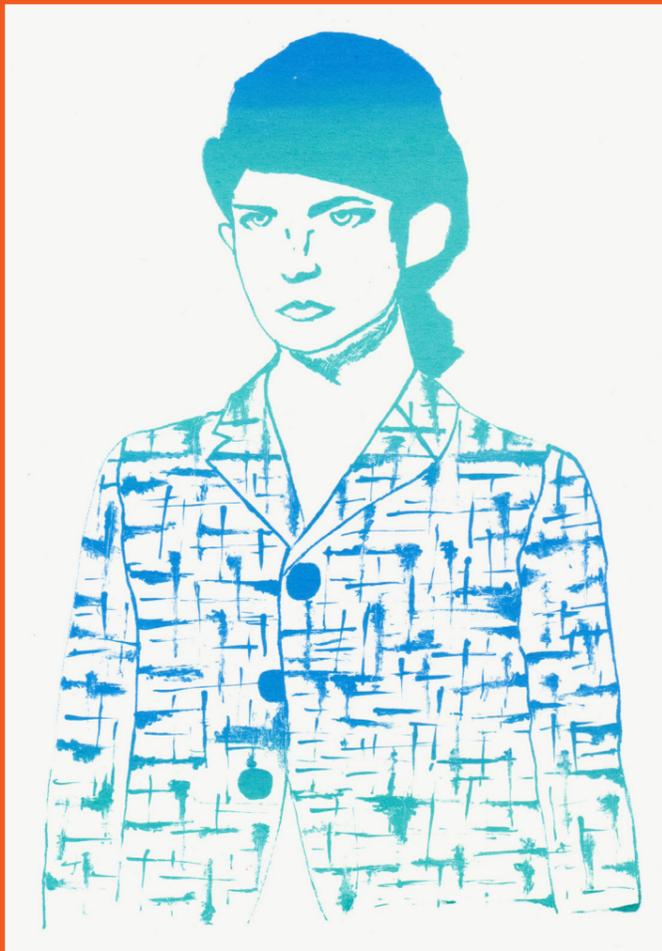
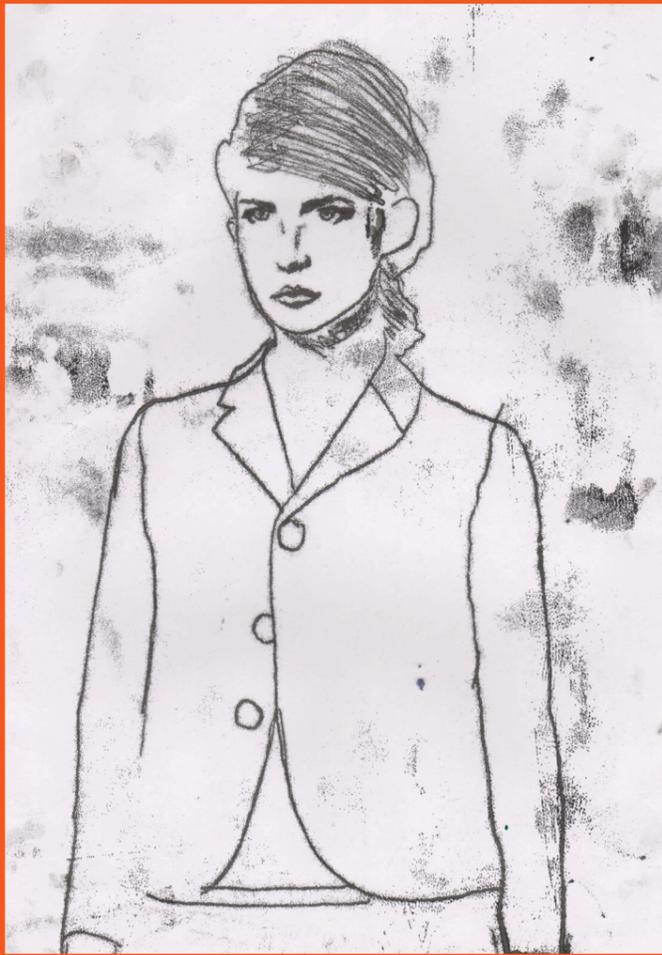
Illustration and Screenprinting

Throughout my Foundation course and University I found that Illustration is one of the most enjoyable aspects of design for me. I try to incorporate drawing into my work as often as possible.

Here are a couple of drawings responding to a brief telling us to create a set of instructions for an activity taking inspiration from the style of Soviet era, hand drawn and collaged propaganda showing how to juggle balls. Stylistically I really liked this piece exploring different ways of presenting information no matter how obscure.

On the next page is an example of screenprinting. Originally I did a drawing of a Marc Jacobs model for monoprinting which I developed further during my first year of university for screenprinting.







Meloy Kelly, 21
Journalism student



Mercedes Pearson,
Member of St George's
Primary School Council



Hal Pearson, 17
Computing student

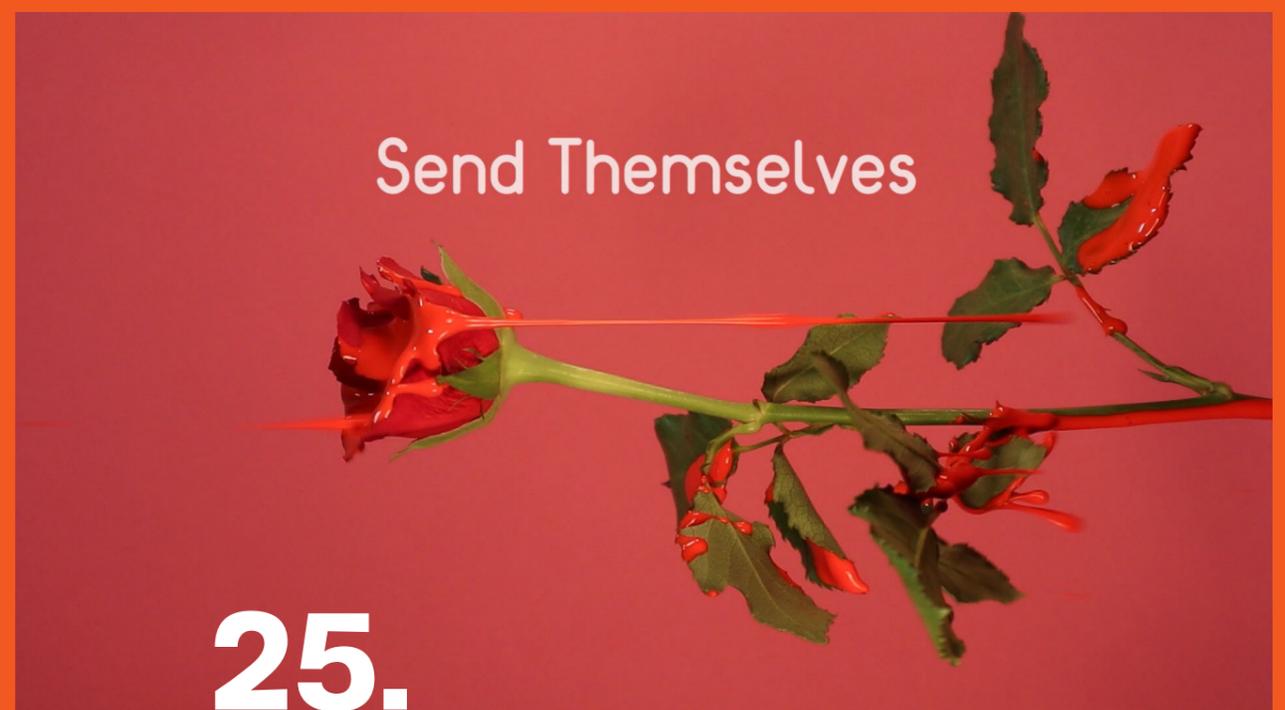


Eleanor Seal, 20
Product Design Student

Data Project Video Work

One of my largest projects that I have ever tackled centered around data misuse. This was inspired by the findings of Cambridge Analytica's illicit data harvesting. One of the first things I did for this project was gather together interviews from a variety of different people to get their perspectives and experiences of data, both positive and negative to help validate my project. I prepared, recorded, edited and carried out these interviews myself. Here is a link to the videos themselves: <http://jzwp.vaporum.com/portfolio/data-project>

Here are some other videos linked to my data project. These are of a more conceptual nature and explore the misuse of consumer data at the hands of companies and corporations. More specifically this is a response to Revolute's (a financial technology company) disastrous advertising campaign where it mocked some of it's users for being single on valentines day by pointing at the fact that single takeaways had been purchased through them on the day. Despite the fact it was shaming its own customers, the implications of displaying user's supposed purchases shows how careless some companies like this are with handling their users data. Here is a link to the videos themselves: <http://jzwp.vaporum.com/portfolio/data-project>



Thanks for reading!