

DANIEL FROST

CREATIVE ARTWORKER

SKILLS

- Proficient in Adobe Creative Suite: Photoshop, InDesign, Illustrator, After Effects, XD, Premiere Pro, Bridge and Acrobat
- Extensive creative artworking experience in P.O.S, OOH, packaging, catalogues, leaflets, banners and other print literature
- Create web-ready assets, online banners, gifs and other motion graphics for social media channels
- Highly experienced retouching skills and good all round repro knowledge
- Proficient in prototype software XD, Sketch and Figma
- Strong video editing skills
- Strong knowledge of PowerPoint, Word and Excel
- Strong knowledge of CMS systems

EMPLOYMENT

Freelance Creative Artworker, August 2024 - Present

Currently working across OOH, in-store graphics, logo rebranding, online video assets and social animations for several local agencies.

NOAH Advertising, August 2023 - August 2024

My current role at this small independent agency involves designing all forms of multi-channel static/motion social media assets, video editing, PowerPoint presentations, pitch work and producing a variety of print literature and P.O.S material.

John Brown/Dentsu Creative, December 2006 - May 2023

My role in the last 16 and a half years for this large publishing/media company has seen me produce and take responsibility for web/social media assets, motion graphics, email design, video editing, all forms of print literature and catalogues. Clients have included Waitrose, HSBC, AMEX, John Lewis, NatWest, F&F, B&Q, Superdrug and Moneysense.

Wk360, April 2004 - November 2006

Projects included brochures, magazines, flyers, leaflets, press ads, packaging and P.O.S artwork. Clients included Argos, Siemens, Neff, Avon Cosmetics, Nauticalia, Greenhams, Astrazeneca, Fuji, Moto and Disney.

The Creative Place Ltd, February 1999 - March 2004

A role with a wide variety of projects that involved catalogues, flyers, logos, stationary, Packaging, P.O.S, exhibition literature and adverts. Clients included Renault, B&Q, Homebase, Totes, Best Direct and Initial City Link.

EDUCATION

2018

Adobe Premiere Pro

2013-2014

- Adobe After Effects, Morley college, London
- City & Guilds, Dreamweaver, Web design, Watford college

2012

HTML4 and CSS, Media Training, London

1996-1998


HND in Graphic Design, Dunstable college

1994-1996

BTEC and GNVQ in Graphic Design, Watford college



CONTACTS

 [07734 735117](tel:07734735117)

 hello@danfrostcreative.co.uk

 danfrostcreative.co.uk

 [LinkedIn](#)

PROFILE

I am a highly driven, experienced, hard working and ambitious individual who places great importance in quality, performance and dedication. With 25 years of experience, I pride myself in having a good eye for design, detail and accuracy.

I have a good working knowledge of design procedures for both print, social and digital disciplines.

I'm also strong in the ability of developing projects from initial step through to final production, ensuring that all work is effective, appropriate and delivered to the highest standard. I'm also experienced with working alongside other designers, account executives and web developers.