

# AMANDA FORREST

DESIGNER & CREATIVE DIGITAL ARTIST



## CONTACT DETAILS



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Rose Street, Edinburgh

## MAIN SKILLS

General creativity & design, Photoshop rendering & composition, 3d image interpretation, retouching, illustration, visualising, words/writing & social media content (+animation & creative imagery).

## STRENGTHS

Productivity, stamina, motivation, ability to work equally well on my own or as part of a team, attention to detail, speed, accuracy, reliability, loyalty, self discipline, diligence & dedication.

## COMPUTER SKILLS

(Mac & PC) Adobe Photoshop, Illustrator InDesign etc. + Microsoft Office.

## RECENT ACHIEVEMENTS

**2020:** Adobe (in California) saw some of my recent Photoshop work after finding me online then contacted me & called me a 'rockstar'!

### Some other comments on my work:

[www.flying-colours.me.uk/accolades.pdf](http://www.flying-colours.me.uk/accolades.pdf)



**2014:** Design Award for creativity, crafting skills & composite work:

[www.flying-colours.me.uk/mysjaward.jpg](http://www.flying-colours.me.uk/mysjaward.jpg)

## PROFILE/CAREER SUMMARY

After my 5 years as a junior (with college), I was taken on by a design agency in a creative/production capacity (corporate & FMCG work) and after a short while ended up running a studio by the age of 23. Working on many accounts since (incl. blue chip), with a number of reputable agencies in London, the South West of England and Edinburgh, I have gained extensive experience in the industry, handling a wide variety of projects seeing work right through from initial brief, concepts & design to final artwork.

## EXPERIENCE/RECENT HISTORY

**2022:** Employment with local Jewellery Designer's workshop/shop.

**2018 - 2021:** General productivity on a variety of creative projects /commissions, own work & updating galleries/portfolios on own websites. A number of Google Digital Garage courses & keeping up with latest software.

**2017:** Redesigned & rebuilt comprehensive website & began creative Photoshop gif gallery (500+ on: [www.flying-colours.me.uk](http://www.flying-colours.me.uk)) as an exercise in trying to achieve recognition in Edinburgh again (after 15yrs living in England).

**2016 - 2017:** Relocation to Rose Street, starting over & setting up studio with a view to at least initially finding freelance work again after having to wait for probate & deal with my late Father's estate.

**2015 - 2016:** Completely cleared & dressed my parents' house/family home before process of selling after my Father sadly passed away.

**2013 - 2015:** Moved back to Edinburgh to take care of my Father, during which time I also began a creative project for which I won an award.

**2011 - 2013:** Moved from Bristol to London after being offered a job by the Agency that had been giving me freelance work for previous 4 years.

**2007 - 2011:** Superyacht Art • Publisher & Design Agency • London  
Regular freelance design, Photoshop retouching/composition & artwork (working from Bristol with occasional trips to London for meetings/briefs).

**2005 - 2007:** Advertising Services • Publishing House • Bristol  
Employment as Senior Designer. Responsible for all client advertising.

**2004 - 2005:** Regular freelance design & artwork (commissions produced in own studio or on-site) for various local Design Agencies in Bristol/SW England.

**2000 - 2004:** Dutton Merrifield • Brand-Led Design Agency • Bristol  
Employment as Image Manager/Photoshop Retoucher & Digital Artist. Responsible for overseeing/creating & finalising all studio imagery, later earning title 'Digital Artist' after main Account Director said my visualising work for Kenco (Kraft Foods) was 'the best the agency had ever produced.'

## CLIENT ACCOUNTS

Unilever  
Kraft Foods  
Orange (now EE)  
Hutchison 3G (Three)  
Paramount Pictures  
Future Publishing  
Toys R Us  
Timex  
Honda  
Kwik-Fit  
The Royal Mint  
United Distillers  
Edinburgh Festival/Fringe  
Scottish Tourist Board  
The Scottish Opera  
Scottish Water  
Scottish & Newcastle  
Belhaven  
Barker & Dobson  
Baxters Foods  
Brontë Biscuits  
Golden Wonder  
A. T. Mays  
Asda  
Tesco  
WH Smith  
Imperial Tobacco  
Sun Life  
Barclays  
Lloyds TSB  
Nationwide  
Royal Bank of Scotland  
Chartered Trust  
Yeo Valley  
Sunjuice  
Hungry Horse  
Bath Rugby  
Flower Tower  
Timeless Furniture  
Radio Forth  
Radio Clyde  
Riviera Radio

## OTHER INTERESTS

Crafting  
Lighting  
Upcycling  
Photography  
Writing  
Comedy  
Creating/editing gifs for social media

## REGULAR FREELANCE WORK (AGENCIES)

**ATHAY ASSOCIATES** • Design Partners • Bath  
Retouching, composite & illustration work for various international clients.

**BAE SYSTEMS (British Aerospace)** • In-house studio • Bristol  
Design & artwork for corporate & other promotional literature.

**BBM CARLSON** • Design Agency • Bristol  
Photoshop visualising & artwork for various accounts.

**DMP** • Design Agency • Bristol  
Artwork & Photoshop for Barclaycard & other/financial accounts.

**DUTTON MERRIFIELD** • Brand-Led Design Agency • Bristol  
Same work I had done while employed by them, but after being made redundant given board decision to ditch Orange client in favour of Three.

**FIREBRAND** • Design Agency • Chipping Sodbury  
Photoshop retouching work – mainly for Lloyds TSB (agency set up by former Creative Director of Dutton Merrifield).

**FUTURE PUBLISHING** • Publisher of over 50 National Magazines • Bath  
Design & Illustration for a number of publications including PC Format.

**IMPACT** • Design Agency • Taunton  
Photoshop retouching for Honda cars & various other/financial accounts.

**KINNEIR DUFORT** • Multi Award Winning Innovations Agency • Bristol  
Visualising & 3d interpretation for presentations including Lynx, Dove soap range & Celebrations chocolates.

**NATIONWIDE BUILDING SOCIETY** • In-house studio • Swindon  
Photoshop retouching & illustration work for national press campaigns.

**RADIO** • Design Agency (specialising in toy market) • Bath  
Visualising, Photoshop retouching & artwork for various products involving complex cut-outs and Illustrator work.

**SUN LIFE** • In-house studio • Bristol  
In-house literature (artwork).

**SUPERYACHT ART** • Design & Advertising Agency/Publisher • London  
Design, Photoshop retouching & illustration work for international clients.

**VILLAGE** • Design Agency • Bristol  
Photoshop retouching, visualising & illustration for pitch work.

**WOW CREATIVE** • Design Agency • Swindon  
Visualising & 3d interpretation for presentations.

**YACHT REPORT** • Publishing House • London  
Design (advertising), Photoshop retouching, composition & illustration work for international clients.

## FURTHER EDUCATION & COLLEGE/COURSES

Creative Writing • Technical/Engineering/Architectural Drawing • Art  
IT • Advanced Desktop Publishing • Photography • Psychology  
Business Management.

**References PDF download:** [www.flying-colours.me.uk/references.pdf](http://www.flying-colours.me.uk/references.pdf)

## RETAIL/SMALL BUSINESS/CUSTOMER SERVICE EXPERIENCE:

- STUDIO ONE, STAFFORD STREET, EDINBURGH

My first ever job was at a shop they recently described as an ‘inspiration emporium’ (homeware & gifts) where I managed the toy & glass departments.

- LONDON ROAD ANTIQUES, EDINBURGH

I later worked at London Road Antiques managing the shop on my own.

- ASSEMBLY ROOMS & MEADOWS (STALLS), EDINBURGH

For many years (weekends) I did Antique Fairs at The Edinburgh Assembly Rooms & Meadows.

- ORGANIC CHOCOLATE SPECIAL OCCASION CAKE COMPANY, BRISTOL

For around 6 months when I lived in England I helped a local business out by dealing with customers daily while also designing & making all the bespoke cakes.

- MY OWN ETSY SHOP, ONLINE

I set-up my own Etsy shop in 2020 after some of the crafting work I posted on Twitter resulted in someone in Seattle asking me to make multiple items for them.

- JEWELLERY WORKSHOP (& SHOP), EDINBURGH

Was employed in 2022 by a goldsmith to front the shop (deal with customers & give advice) while also helping with photography, general administration & housekeeping duties.