

# TOM HOARE

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Having trained firstly as a Graphic Designer at London College of Communication and then later as a Visual Communicator I have acquired an adept eye for detail and a broad range of technical skills. Through freelance work as a digital designer, I am used to working accurately and quickly.

I believe that design cannot be achieved in a vacuum and should actively work with and for people. My belief in the importance of design in society and a passion for technology has led me to study for a Masters in Interaction Design at Goldsmiths College. This desire to learn keeps me inquisitive and questioning the world at every opportunity.

## EMPLOYMENT HISTORY

2014-2014

### DIGITAL DESIGNER / DEVELOPER THRICE MEDIA

#### KEY RESPONSIBILITIES

Design and develop Wordpress based promotional websites for clients in the luxury food and drink market.

Work closely with stakeholders and project managers to ensure timely and effective delivery of each project.

Produce digital materials and work with clients to ensure they were comfortable using the site and be on hand to answer any technical queries should they arise.

Design internal presentations to help convey projects to potential clients.

#### ACHIEVEMENTS

During my time at Thrice Media I was able to help expand and develop the services they could offer to clients. Successfully launching two new sites.

I increased the companies own digital presence, re-working their own site allowing them to edit and update content through introducing a Content Management System.

2012-2014

### PRESIDENT LEEDS COLLEGE OF ART STUDENTS' UNION

#### KEY RESPONSIBILITIES

Working with Students' Union Executive team to decide the direction of the Students' Union.

Ensuring the direction we chose was focussed on ensuring all students got the most out of their time at the college, irrespective of race, gender, ability or sexuality.

Worked closely alongside the college's Senior Management Team to make sure the voice of the student body was taken into account.

Represented the student body at a variety of internal decision making committees.

Represented Leeds College of Art Students' Union nationally at the National Union of Students' events.

Chaired Students' Union Executive and other committees.

#### ACHIEVEMENTS

I was invited to give the opening address at Leeds College of Art's Graduation Ceremony. I was the first member of the Students' Union to be invited to do so.

Between the Student Liaison Officer and myself we secured funding to introduce a full-time paid officer role. This was introduced in July 2014 and will allow the Students' Union to provide continual representation and support to the student body.

2013

**STUDENT LIAISON ASSISTANT**  
**LEEDS COLLEGE OF ART STUDENTS' UNION**

**KEY RESPONSIBILITIES**

Alongside the Student Liaison Officer I was responsible for planning and running the Leeds College of Art Students' Union Freshers Week.

Organising a calendar of events that would make new students feel welcome and excited by their new surroundings

Production of a brand for the Freshers campaign including digital and print based materials that gave students as much information about student life and the city as a whole. initial ideas for upcoming projects.

**ACHIEVEMENTS**

Through introducing advertising space in our promotional for local and relevant businesses I played an active part in increasing the budget for the Freshers campaign allowing us to produce a better experience for all the students starting at the college.

2013

**DIGITAL DESIGN INTERN**  
**DIGITASLBI**

**KEY RESPONSIBILITIES**

Working within the creative team to produce digital assets for some of DigitaSLBI's key accounts including: Carlsberg and Eon.

Produced relevant research material to help the art direction team clearly convey ideas to stakeholders.

Worked with the other interns to brainstorm and produce initial ideas for upcoming projects.

**ACHIEVEMENTS**

For Carlsberg's social media account I was asked to produce graphics to go alongside their Premiership Football campaign, this was published on Facebook to over 2 million followers.

2008-2011

**SENIOR SALES ADVISOR**  
**VODAFONE LTD**

**KEY RESPONSIBILITIES**

Ensuring monthly sales targets were met both individually and as a store.

Keeping up to date with advancements in the mobile phone world to help me best advise customers.

Providing technical support and advice to customers in a professional and friendly manner

Shop floor management in the absence of the managerial team.

Training new staff members and providing support to colleagues.

**ACHIEVEMENTS**

During my time in this role I consistently performed and excelled in pleasing my customers. The way that Vodafone chose to monitor our performance in this was by a series of telephone surveys received by customers. The results that I received back were on most occasions either good or excellent.

## EDUCATION

### MA INTERACTION DESIGN

GOLDSMITHS COLLEGE, LONDON

2014 - 2015

STILL IN PROGRESS

### BA(HONS) VISUAL COMMUNICATION

LEEDS COLLEGE OF ART

2011 - 2014

FIRST

### ABC DIPLOMA IN GRAPHIC DESIGN

LONDON COLLEGE OF COMMUNICATION

2009 - 2010

MERIT

#### A2

Media Studies C  
Computing D  
Graphic Design E

#### GCSE GRADE A-C

English Literature  
English Language  
Mathematics  
Music  
Art and Design  
German  
Religious Studies  
ICT  
Science Double Award  
History

#### A S

Photography B

## TECHNICAL SKILLS

### SOFTWARE

#### Adobe Creative Suite

Photoshop

Illustrator

InDesign

Premiere Pro

After Effects

Final Cut Pro

### WEB

HTML / CSS

Wordpress

### OTHER

Still Photography

Videography

Arduino

Silk Screen Printing