

# Gareth Rimmer

Graphic Designer — editorial, brand and information design

[gareth@garethrimmer.co.uk](mailto:gareth@garethrimmer.co.uk) | +447885452241

## Links

Online portfolio — [garethrimmer.co.uk](http://garethrimmer.co.uk)

Work examples PDF — [gareth-rimmer-graphic-design-work.pdf](#)

LinkedIn — [linkedin.com/in/gareth-rimmer](https://linkedin.com/in/gareth-rimmer)

## Profile

I'm a senior graphic designer specialising in editorial, brand and information design.

I help organisations solve problems by making complex things clearer, easier to use and more valuable to the people who depend on them. My work ranges from reports and publications to information graphics and visual identity systems, always with the same goal: helping ideas connect with their intended audience.

Over the past 25 years I've worked with organisations of all sizes across finance, healthcare, technology and the built environment. Some need help explaining technical information. Others are trying to build trust or tell a bigger story. I enjoy understanding the challenge and finding the right way to communicate it.

## Skills

### **Editorial and information design**

- Reports, publications and long-form documents
- Information graphics, charts, diagrams, maps and timelines
- Data visualisation for technical and strategic subjects
- Typography and page structure for print and digital publishing
- High attention to detail and accuracy in data and text-heavy documents

### **Brand voice and communication**

- Brand systems and visual identity
- Design templates and reusable assets
- Presentations and stakeholder communications
- Maintaining consistency across print and digital media

## Design approach

I start by understanding the problem the client is trying to solve. What isn't working? Do they need to create awareness of something, change attitudes or persuade people to take action? What happens if nothing changes?

When working on a solution, I look for structure and try to remove unnecessary complexity. My goal is to create something that feels clear, natural to use and appropriate.

I enjoy working closely with clients and subject specialists. Asking questions is an important part of the process, and I like turning conversations, research and rough ideas into finished work with a clear purpose.

### **Working practice**

- Organisation and creative problem-solving across complex, multi-stage projects
- Project management and delivery to tight production schedules
- Collaboration with senior stakeholders across business development, strategy and creative teams
- Comfortable working independently, remotely and as a member of an in-house team

### **Tools**

- Adobe Creative Suite, including advanced use of InDesign styles to automate production and maintain consistency during changes and updates
- Microsoft PowerPoint and Word templating
- Managing clients and projects through Basecamp

## Professional experience

### **Senior Graphic Designer**

Self-employed – May 2013 - Present

I work with organisations that need to communicate clearly, whether through reports, publications, information graphics or brand development.

Recent projects have included annual reports, sustainability reports, exhibition graphics, presentations and visual identity work. Many involve technical, financial or operational subjects that need to be understood by a wide audience.

My clients have ranged from independent businesses to international organisations across finance, healthcare, property and technology.

### **Digital Graphic Designer**

Adecco Group UK & Ireland – January 2010 - April 2013

Part of the group marketing team, providing digital design across twelve recruitment brands.

During this time I worked on campaigns for the London 2012 Olympic Games, including the official Olympics job board. I also designed marketing materials, email communications and internal digital resources used across the wider business.

### **Graphic Designer**

Badenoch & Clark – August 1999 - January 2010

I joined this professional services recruitment business and helped it establish its first in-house design team.

I developed the company's first visual identity and supported the growth of the wider recruitment group through branding, marketing materials and digital communications. The identity remained central to the business for more than fifteen years.

## Education

### **London College of Printing**

BA Graphic and Media Design

### **University for the Creative Arts**

BTEC National Diploma in Design

## Links

Online portfolio – [garethrimmer.co.uk](http://garethrimmer.co.uk)

Work examples PDF – [gareth-rimmer-graphic-design-work.pdf](#)

LinkedIn – [linkedin.com/in/gareth-rimmer](https://www.linkedin.com/in/gareth-rimmer)

## Contact

[gareth@garethrimmer.co.uk](mailto:gareth@garethrimmer.co.uk)

+447885452241