Gareth Rimmer

Graphic Designer — editorial, brand and information design

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Work examples PDF — gareth-rimmer-graphic-design-work.pdf
LinkedIn — linkedin.com/in/gareth-rimmer
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Profile

I'm a senior graphic designer specialising in reports, publications and information design. I work closely with clients and subject specialists to turn complex material into clear, engaging communications, combining strong typography with thoughtful use of charts, diagrams and imagery.

My experience spans more than 25 years, including in-house roles and long-standing freelance relationships with marketing and communications teams.

After working independently since 2013, I'm looking for a permanent in-house role where I can contribute to ongoing projects and longer-term goals.

Core skills

- **Editorial design:** annual and sustainability reports, white papers, publications and long-form documents.
- **Information design:** charts, diagrams, maps and timelines that explain complex subjects.
- **Presentations:** bespoke PowerPoint decks, proposals and reusable templates.
- **Brand development:** visual identities, guidelines and consistent application across print and digital materials.
- **Project delivery:** developing briefs, working with senior stakeholders and managing projects through to production.

Professional experience

■ Senior Graphic Designer

Self-employed — *May 2013 – Present*

I work directly with organisations and alongside agency and in-house teams, taking projects from initial conversations and rough content through to finished materials. Responsibilities include establishing the brief, developing design directions, structuring content and managing feedback and production.

Selected client work:

Hawthorn Advisors | Advisory and communications

Design proposals, white papers and presentations, working closely with the Hawthorn team and their clients to organise content and develop a consistent visual approach. Recent work includes white papers for Currensea and tender documents for Legal & General and the Abu Dhabi Media Office.

ED&F Man Commodities | Annual and sustainability reporting

Designed the 2022 Sustainability Report and 2023 Annual Report, working with SEC Newgate. Developed layouts, charts and detailed tables to make financial and environmental information easier to navigate. he client's in-house team subsequently adopted the design as the basis for other reporting publications.

Locale | Property technology

Worked as part of the marketing team on a freelance basis over three years. Developed the brand across sales brochures, reports, data-heavy white papers and presentations, alongside exhibition graphics and digital marketing materials. Created PowerPoint templates for use by the internal sales and marketing teams.

Brighton Pier Group | Corporate reporting

Designed the group's first TCFD report, working with the chief financial officer to present climate-related information clearly. Subsequently commissioned to design the group's interim results presentation.

Nomos Expert Reports | Identity and communications

Created a visual identity, Squarespace website and Word templates for a medico-legal psychiatry practice. Established a consistent design across public-facing communications and professional documents, including expert reports used in legal proceedings.

Eren Holding, Shotton Mill | Exhibition and environmental graphics

Designed an 18-metre timeline wall for the mill's high-profile launch event, which received national television news coverage. Took the project from initial brief to completed installation within 72 hours. The installation was later retained for use in the visitor centre.

■ Digital graphic designer | Adecco Group UK & Ireland

January 2010 – April 2013

Worked within the group marketing team, providing digital design across twelve recruitment brands.

- Designed marketing materials, email communications and internal digital resources.
- Served as design lead for the official London 2012 Olympic Games job board.
- Worked with colleagues across the group to maintain and develop brand identities online.

■ Graphic designer | Badenoch & Clark

August 1999 – January 2010

- Helped establish the company's first in-house design team and developed its visual identity, which remained central to the business for more than fifteen years.
- Produced brand identities and marketing communications for established and new businesses within the recruitment group, working across print and digital channels.

Software and production

- Adobe InDesign, Illustrator and Photoshop: expert user, with advanced InDesign skills including paragraph and character styles, GREP and nested styles, and long-document production.
- Microsoft PowerPoint and Word: presentation design, reusable templates and document styles.
- Web: HTML and CSS
- Experienced in preparing artwork for print and managing production with external suppliers.

Education

BA Graphic and Media Design | University of the Arts London, London College of Communication

BTEC National Diploma in Design | University for the Creative Arts

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