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Duncan Macphee

BLOG | 2018

With over 20 years of industry experience, I continue to be driven by a desire to offer solutions that not only meet but exceed the client's expectations.

Working across a broad range of projects and disciplines and within a good number of agencies, from the very intimate, to the labyrinthine, I have developed the skills and knowledge to compliment my passion for design and to broaden my outlook even further.

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Career history

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Boundless (formerly CSMA Club)

Brighton

(February 2013 - May 2017)

Senior Designer

In-house creative department

Working in-house for an organisation that benefits the public sector on a broad range of communications to almost 260,000 members. Projects include creating weekly e-shots, advertising campaigns, direct marketing collateral, working on a bi-monthly magazine, events and various newsletters and brochures.

I have gained a good deal of experience working within the confines of in-house brand guidelines, and knowing when to push and evolve them so that it doesn't become stale.

JOB HIGHLIGHTS:

- Rebranding the organisation and creating the overarching look and feel of the brand. So far the biggest project that I have worked on, giving me great insight into the mechanisms of a major rebrand.
- Creating and designing a brand and identity for the 2015 and 2016 charity bike ride, raising funds for the Guide Dogs. Collateral included cycling jerseys, print and digital design elements, car livery and event guide book. The role involved liaising with printers and clothing manufacturers
- Creating and coordinating the interior redesign of Boundless HQ, Brighton. The role involved liaising with printers and contractors to achieve an impactful final result
- Introducing and implementing a structured image library, increasing workflow efficiency and reducing the volume of duplicate files
- Working with affiliate partners and marketing to improve member communication

Independent design consultant

(May 2004 - February 2013)

Agency clients:

118 118 / Army / Cathay Pacific /
Coca Cola / Elite Hotels / ELWa / Gro-Group /
GWLAD / Mitsubishi / Sky TV / Unilever /
Welsh Assembly / Welsh National Libraries /

Personal clients:

Assembly Festival, Edinburgh /
Bristol University / Cardiff University /
Diverse Records / Newport City Council /
Ninja Tune Records / Tracesmart /
S&G Printers / UNA United Nations /

I have had the opportunity of working for some of the finest design agencies in Wales and the South West. With projects ranging from the branding of Welsh libraries to working on packaging that you'll find on most supermarket shelves.

As the recession hit hard a few years ago a lot of agency work dried up so I made a concerted effort to build up my own personal client list. I was successful in winning a number of pitches that has allowed me to work on some very fulfilling projects, mainly within the arts sector.

AGENCY LIST:

BBC Wales, Cardiff / Epoch Design, Bristol / Rockpool Digital, Bristol / McCann Erickson, Bristol / Bright Light, Bristol / Black Sheep, Cardiff / Golley Slater, Cardiff / Quarto Publishing, London / Readers Digest, London

Oliver and Graimes Design Associates

Hove

(April 2000 - 2004)

Senior Designer

The Big Issue / Coral Fitness / c.s.m.a /
Kuoni Travel / Lloyds TSB / Manos Holidays /
Minolta / Panorama Holidays /
Saks Hairdressers / Visaq Eyewear /
WorkDirections /

As Senior Designer my main role was to work closely with the Art Director on a wide variety of projects, ranging from corporate identity for small businesses, to nationwide press and outdoor poster campaigns for a leading travel operator. I also took on the role of the Art Director when required. This included dealing with clients directly and over-seeing the work that junior designers produced. I found great satisfaction in being able to offer support and advice to the junior designers and enjoyed the extra responsibility that the role demanded.

JOB HIGHLIGHTS:

- Producing a Big Issue 'survival guide' for the homeless of Brighton
- The design and development of a new brand of contact lens, involving branding, packaging and website design
- Winning a national award for travel trade advertising, beating some of the top London agencies in the process
- Re-designing Kuoni Travel's 'World' magazine

Voyage Graphics

Reading

(February 1998 - April 2000)

Junior - Middleweight Designer

Action Man (Hasbro) / Fujitsu Siemens /
Granada Food Services / Solid State Logic /
TA Fisher Homes / Thames Trains / Tyco /
Westbury Homes / Worldview Marketing /

As a small design company (two directors and myself) Voyage Graphics gave me great responsibility from the outset. My main role was to work alongside and support the Creative Director through a wide range of briefs including corporate identity, property brochures, point of sale displays and a variety of corporate literature.

In working within a small team I matured quickly as a designer, taking sole responsibility of briefs and liaising with the client and printer direct. I developed a high degree of industry knowledge and pre-press skills whilst working at Voyage, which gave me great confidence to progress in my career.

JOB HIGHLIGHTS:

- Working on-set of the James Bond film 'The World Is Not Enough' for Fujitsu Siemens
- Designing and producing various content heavy jobs such as the Thames Trains Employment Handbook and Solid State Logic's Directory