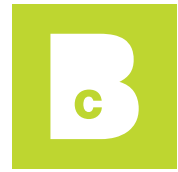


# Martin Bailey CV



**Name:** Martin Bailey (aka Marv)

**Address:** Kent (30 mins to London Bridge)

**Telephone:** +44 (0) 7876 212 430

**Email:** [studio@baileycreative.co.uk](mailto:studio@baileycreative.co.uk)

**Website:** [baileycreative.co.uk](http://baileycreative.co.uk)

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## Me

A graphic designer with significant experience. With the ability to work across print and digital, identify problems and correct design issues under tight deadlines and within budget constraints. I have a knowledge of Adobe InDesign, Illustrator, Photoshop. My passion is Typography.

### Employment History

#### Freelance designer - Bailey Creative (Present)

Liasing direct with various clients marketing teams, taking briefs, supplying various visuals through to final artwork across many printed and digital mediums including logos, mailers, corporate identities, bus backs, billboards, emails, web banners, facebook ads and google display banners,

#### Cadogan Asset Management (Finance sector - January 2018 - Present)

Various projects ranging from quartely newsletter, corporate identities, application forms, charge forms, investment forms, terms of business forms, risk warnings, conflict of interest policies, company overviews. Artwork supplied as word/excel documents and re-supplied as creative pdfs.

#### The Imagination Station, Mereworth, Kent. (Part-time)

##### Creative Artworker/Graphic Designer (November 2016 - December 2019)

Mainly looking after two specific clients Ancaster and the JCB Group.

Liasing direct with the clients marketing team, taking briefs, supplying various visuals through to final artwork across many printed and digital mediums including emails, web banners, facebook ads, google display banners, bus backs, billboards and mailers.

Work included creative for Nissan, Fiat, Abarth, Alfa Romeo and Jeep and the understanding and full knowledge of each manufacturers brand guidelines.

Also helping out with other clients such as MNDA, Prostate Cancer, Find My Kit and the Yeomans Group.

## Employment History continued...

### **Stay at Home Dad, Sidcup, Kent.**

**(July 2015 - October 2016)**

Looking after my 3 young children.

### **Keeping Communications Simple (KCS), Dartford, Kent.**

**Studio Manager (January 2011 - June 2015)**

Headhunted from previous job by my Creative Director.

Produce artwork from initial stage, liaising with clients, delegate to studio team. See through to final printed material. Good understanding and creating artwork to specification sheets. (Die cuts, Bus backs, Billboards, Flags etc). Creative and Branding for all Printed and Online material (Brochures, websites and Emails). Producing jpgs, animated gifs for online use. Also website creative and CMS knowledge (designing, updating, uploading pages).

### **The ITG Group (Formally TMS) Dartford, Kent. (Motors sector)**

**Middleweight Artworker/Graphic Designer (June 2001- December 2010)**

Produce artwork from initial stage, liaising with client, to final printed material for a wide range of companies including Various Motor Groups (Ford, Skoda, Honda, Audi), Park Caledonia Associates, Raindance.tv, John Lewis/Carphone Warehouse, Honda, Audi.

Also basic web design knowledge (designing, updating, uploading pages).

### **Red Ant Design, Maidstone, Kent.**

**Artworker/Graphic Designer (February 2000-June 2001)**

Corporate Identities, Logo Design, Mailers and Brochures for various companies.

### **The London Pre-Press, Old Street, London.**

**Artworker/Graphic Designer (March 1996-November 1998)**

Magazine Work (spreads), Classified Ads, Running Pages to Film, Scanning Work.

## Education History

### **Higher National Diploma in Typographic Design**

The London Institute (London College of Print).

### **National Diploma in Graphic Design**

The London Institute (London College of Print).

### **Foundation Course including Screen Printing & Photography**

Woolwich College, Plumstead.

## Interests

Most sports (especially golf), Music,

Travelling and holidays with the children.

Travelled to Australia, Indonesia, Lombok, Gili Islands (1999-2000).

**Selection of work**  
Visit [baileycreative.co.uk](http://baileycreative.co.uk) to see more





# MNDA

## Selection of artwork

Brief supplied to me via meeting with client

All artwork below has been created from a blank canvas using brand guidelines

6 page roll fold

**A world free from MND could be your legacy**

If we are to achieve our vision of a world free from MND, whilst also providing the best possible care and support for people affected by this cruel disease, then we must continue to raise the substantial income to meet the costs involved.

**We rely almost entirely on voluntary donations and, over the last decade, gifts left to us in Wills have accounted for almost a third of our income.**

**The importance of making a Will**

Making a Will is very important to all of us. It not only makes known our wishes to those we leave behind, but can also secure the future of those we love. Which is why, only after family and friends have been remembered, do we ask you to consider leaving a legacy to support our vital work and help achieve a world free from MND.

**A world free from MND**

Motor Neurone Disease Association  
David Neame House  
10-15 Notre Dame Street  
Northampton NN1 2EG

Registered Charity Number: 294554  
01604 25055

**A world free from MND**

**Our vision could be your legacy**  
*Please remember people with MND in your Will*

**Including a gift to the MND Association in your Will is straightforward and it is also exempt from inheritance tax**

Thanks to the generosity of our supporters, we continue to provide and improve the range of services available to people with MND, their families and carers. We also fund and promote research, campaigning and raising awareness. As we strive to create a better future for people living with MND, legacies have never been more important to the MND Association.

**Legacies are crucial in enabling us to continue with all aspects of our work**

We must maintain this vital source of funding in the future so we can continue with all aspects of our work, and be there whenever anyone affected by MND needs our help.

Without legacies, we could not maintain the same high level of investment in research or the breadth and quality of our care and support services.

**Please help**

We are asking for your will, to ensure we can continue our fight against MND, by leaving a legacy to the MND Association in your will.

If you have already remembered us in your Will, thank you! If you haven't told us, please consider letting us know. This will help us to avoid approaching you again in the future and also save the costs involved. Simply tick the appropriate box on the form and return it to us. No stamp required.

**To request your free Legacy Information pack:**

Simply complete the form in this leaflet and return it in your own envelope (no stamp required) to:

Motor Neurone Disease Association, Freepost RTHK CCJX AKHJ, 10-15 Notre Dame Street, Northampton NN1 2EG

**If you have any questions about leaving a gift in your Will, please contact us by:**

email: [legacies@mndassociation.org](mailto:legacies@mndassociation.org)  
call: 01604 011800

**Free Legacy Information pack**

Leaving a legacy to the MND Association could be the most important gift you'll ever make. To help ensure the process is as easy as possible, we have produced a Legacy Information Pack.

This pack explains more about the preparation of Wills and legacies, illustrates our plans for achieving our vision of a world free from MND, and shows the progress that we are making towards our goal thanks to the support of people like you.

**Further information is also available on our website: [www.mndassociation.org/legacies](http://www.mndassociation.org/legacies)**

**Legacy Information Form**

Please complete this form using a blue or black ball point pen.

Please send me a Legacy Information Pack in my Will

I have already left a legacy gift to the MND Association in my Will

Your full name and title (Dr, Mr, Mrs, Ms etc)

Your address

Postcode

Your phone number

Please let us know your email address if you are happy to receive information and updates in this way

Email

We rely almost entirely on voluntary donations and would like to keep you up to date about the important work we do, along with our fundraising events and appeals.

If you do not wish to receive these communications from us by post, please tick this box

If you do not wish to hear from us by phone, please tick this box

If you over change your mind about these choices please call us on 01604 011800 or email us at [legacies@mndassociation.org](mailto:legacies@mndassociation.org)

All information is treated in the strictest confidence and we will never exchange your details or sell or rent your data to any other commercial or charitable organisation.

Registered Charity: 294554 MND Association 2016

## Preparation form

**mnda** motor neurone disease association

**WILL PREPARATION FORM SUPPLEMENTARY INFORMATION**

**Inheritance tax (IHT) threshold for married couples and Civil Partnerships**

From 1 April 2020, the value of inheritance tax we are allowed to leave to our spouse or civil partner has increased from £100,000 to £1,000,000.

**The MND Association and Trust Corporation status**

The MND Association is a charity and is exempt from inheritance tax. This means that any gifts we receive are exempt from inheritance tax. This is a significant benefit for us as it allows us to use the funds raised to support our vital work and help achieve a world free from MND.

**If you require further information**

Please email: [legacies@mndassociation.org](mailto:legacies@mndassociation.org)  
Or call our Legacy Administration Officer on 01604 011804

**MND Association**  
David Neame House  
10-15 Notre Dame Street  
Northampton NN1 2EG

Registered Charity No. 294554  
© MND Association 2016

**Solicitors' Guidelines**

Please ensure you use our full name: **Motor Neurone Disease Association** and the correct legal name of the charity: **Motor Neurone Disease Association**

**Preferred wording for a residuary legacy (general gift)**

I give the residue of my estate to the Motor Neurone Disease Association (charity number 294554) of David Neame House, 10-15 Notre Dame Street, Northampton NN1 2EG (the Charity) for the general purposes of the Association. I am aware that the Charity has a special interest in the care and support of people with motor neurone disease and I am happy to support the Charity in this way.

**Preferred wording for a pecuniary or specific legacy**

I give the sum of £10,000 to the Motor Neurone Disease Association (charity number 294554) of David Neame House, 10-15 Notre Dame Street, Northampton NN1 2EG (the Charity) for the general purposes of the Association. I am aware that the Charity has a special interest in the care and support of people with motor neurone disease and I am happy to support the Charity in this way.

**If you require further information**

Please email: [legacies@mndassociation.org](mailto:legacies@mndassociation.org)  
Or call our Legacy Administration Officer on 01604 011804

**MND Association**  
David Neame House  
10-15 Notre Dame Street  
Northampton NN1 2EG

Registered Charity No. 294554  
© MND Association 2016

## DL Invitation form

**mnda** motor neurone disease association

**Funding the Future Legacy Reception**

Thursday 21st April  
Holiday Inn Oxford  
Furniture Roundabout, Woodstock Road, Oxford OX2 8JD

**Dear**

As a member of the MND Association you will get an invitation to our annual fundraising event, the **Funding the Future Legacy Reception**. This is a fantastic opportunity to meet other people who are passionate about supporting our vital work and help achieve a world free from MND.

**Meet the team**

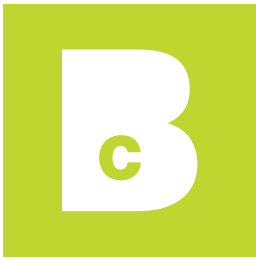
**Talk with our researchers**

**See and hear about the work you help fund**

**We hope you are able to join us**

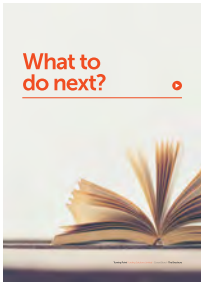
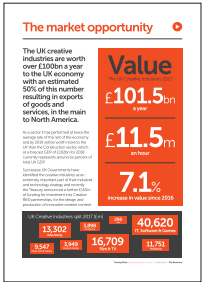
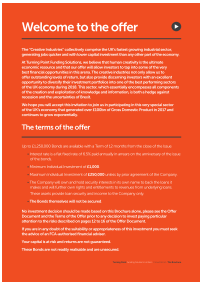
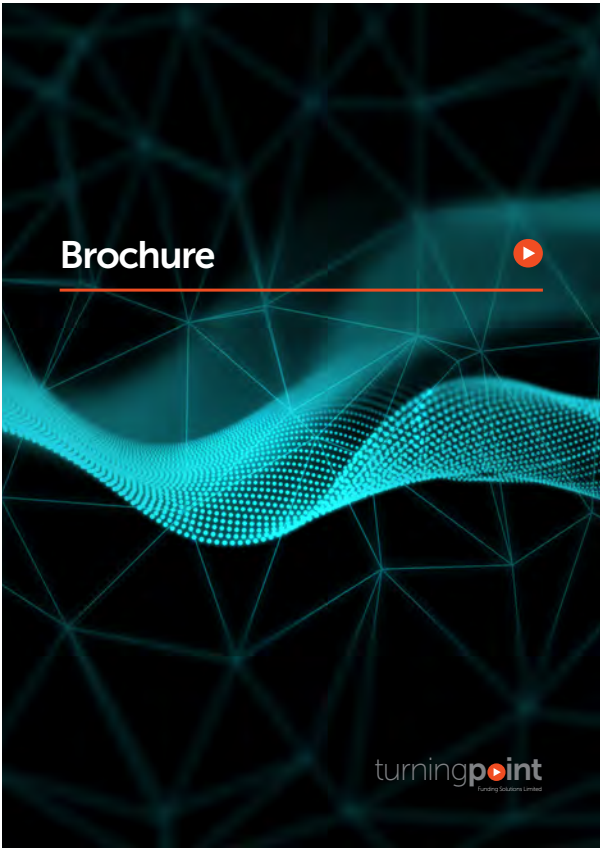
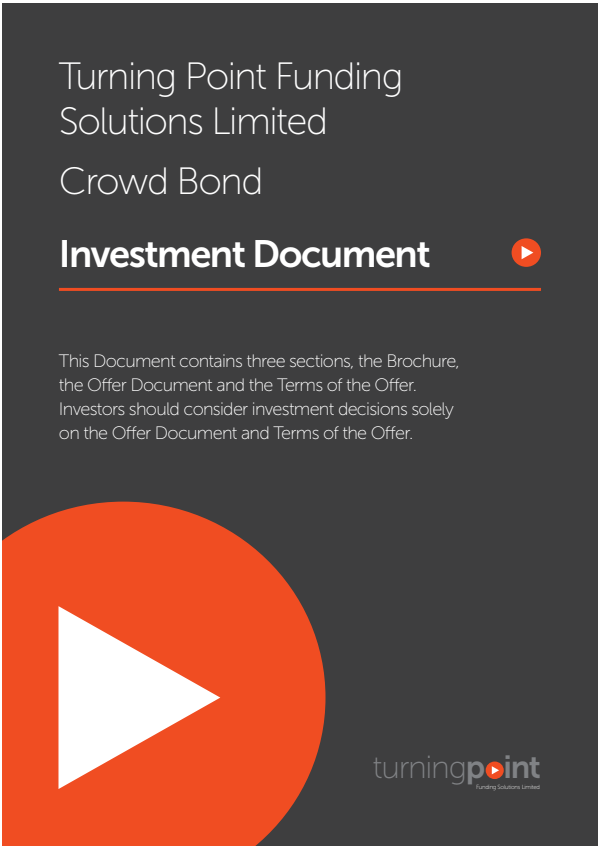
Please complete this reply slip and return it to the envelope provided (no stamp required) if you can complete the details for us. [legacies@mndassociation.org](mailto:legacies@mndassociation.org)

Registered Charity Number: 294554



# Turning Point Funding Solutions Limited - Online Investment Document

Brief and content supplied to me as word and excel documents  
All artwork below has been created from a blank canvas

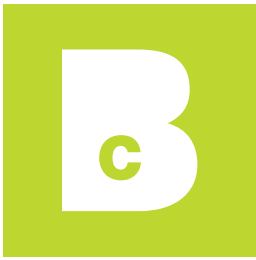






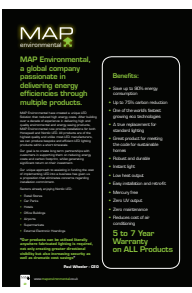
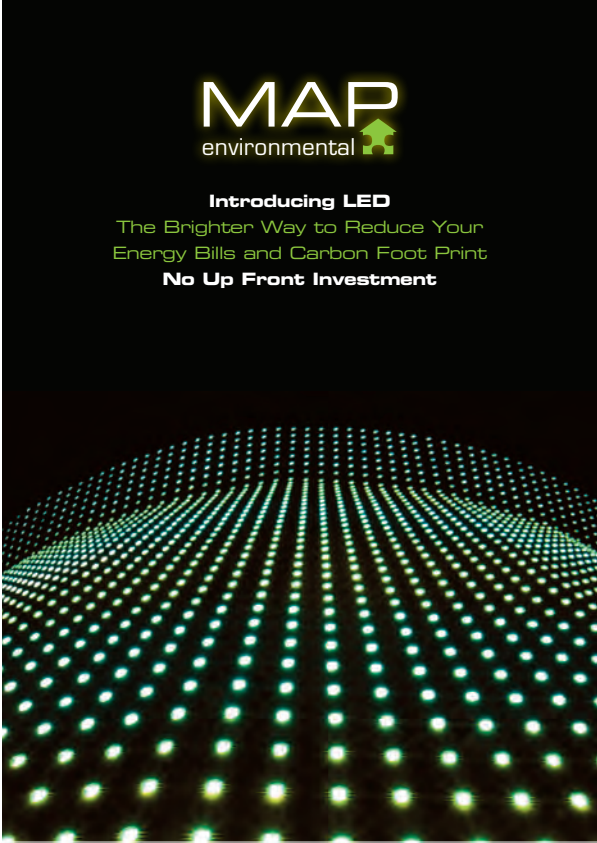




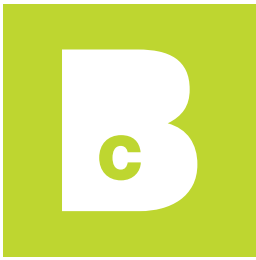


# MAP Environmental - Online Brochure

Brief and content supplied to me as word and excel documents and information via email  
All artwork below has been created from a blank canvas







# An FCA 69 Reg Campaign (Fiat, Abarth, Alfa Romeo & JEEP)

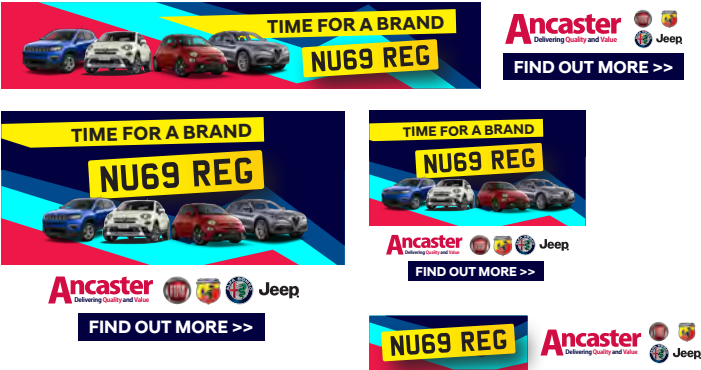
Brief supplied to me via email  
All artwork below has been created from a blank canvas



### GMBL and EDM Header



### Set of Google Display Network Banners

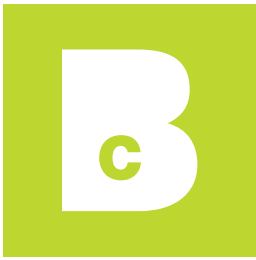


### Homepage Web Banners



### Facebook Artwork





# A Selection of Printed Artwork (Fiat, Abarth & Hyundai)

Brief supplied to me via email  
All artwork below has been created from a blank canvas

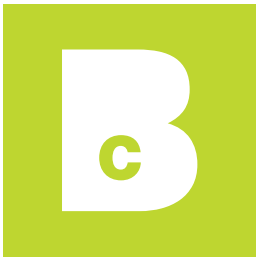


## Vinyl Banners

## Bus Back

## Billboard - 48 Sheet

## Full Page Press Advert



# Quench Logo and Corporate Identity

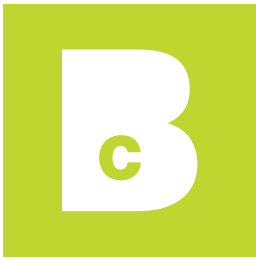
Brief supplied to me via meeting with client  
All artwork below has been created from a blank canvas

## Chosen Logo



## Corporate Identity





# Allergy UK Set of Infographics

Brief and content supplied to me as word and excel documents and information via email  
All artwork below has been created from a blank canvas

## Infographics

# #Indoor AllergyWeek

Eczema affects up to **10% Adults** and **20% School Children**

**Top triggers for eczema sufferers**

- Cold Weather
- House Dust Mite
- Pets

**91%** of eczema sufferers say skin dries out in winter

**77%** say skin itches more

**22%** avoid social occasions

**23%** of those with a skin condition have not sought medical advice

# #LivingInFear

Allergy Awareness Week  
20-26th April

Lives are at risk...

**68%** of the UK population have no idea how to help someone suffering an allergic reaction.

**66%** don't know how to use an adrenaline pen which could potentially save lives.

Around **seven out of ten people** wouldn't know where to get adrenaline.

Only **half of UK adults** can't show an adrenaline pen to a friend.

## Recognise the symptoms, recognise the FEAR

Your knowledge could save a life...

If a combination of these symptoms are visible, the advice is to:

- Administer adrenaline into the upper outer thigh
- Call 999
- If the symptoms do not improve after the adrenaline, administer a second dose of adrenaline into the other thigh.

**Face** Is their face pale or blue? Have they gone pale? Are they lipless?

**Eyes** Is there a look of fear in their eyes? Are they watery and itchy?

**Always** Are they wheezing? Are they struggling to breathe? Do they have a shortness of breath? Are they unable to talk? Are they making a strange sound?

**Rash** Is there a red, itchy, lumpy rash anywhere on their body, especially their face or neck?

**ANAPHYLAXIS**

Swelling, Tingling Mouth, Difficulty Breathing, Panic, Itching, Sneezing, Runny Nose, Adrenaline, Dizziness, Impending Doom, Loss of Consciousness, Vomiting, Nausea, Fear, Fatal, Unconsciousness, Difficulty Breathing, Wheezing, Gurgling, Voice Change, Red, raised rash.

Almost **half of allergy sufferers** in the UK are living in fear of a terrifying reaction...

Show your support by sharing a photo of yourself on social media holding up a piece of paper revealing your personal fear alongside **#LivingInFear**

'txt donate FEAR15' followed by the amount you would like to donate to 70070 (e.g. txt FEAR15£5 and send to 70070)

Please remember to nominate a friend to keep the chain going!

Call 01322 619898 or visit [www.allergyuk.org](http://www.allergyuk.org)

Allergy Awareness Week is supported by **Meda** **ALK** **Pharmacia**

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