

kate rogers

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senior lecturer in graphic design | freelance designer | artist

Broad skill set, with an excellent grounding in traditional 'hands-on' creative skills, from drawing to sculpture
Clear understanding and experience of design process across traditional and convergent media
Diverse interests that enrich my understanding of design principles

creative experience | skills

interactive media:

Full project life cycle
Creative pitching / brief taking
Brand translation & extension
Interface design [IA / UCD]

Broadband/ Narrowband Web
Interactive TV [Digital Cable | Satellite]
Broadcast Television
Public access multimedia kiosks
CD-ROM / DVD

managerial:

Innovative creative solutions on a strategic level
Creative consultancy / design for convergent platforms
Production team management
Motivation and mentoring of junior staff

printed media:

Full project life cycle
Page layout / design / typography
Design through to print

Corporate Literature / Branding / Identity
CD / DVD inlays and packaging
Large format exhibition graphics
Magazine adverts
Independent publications
Large format photographs
Large format vinyl graphics

software mac & pc:

Adobe Creative Suite | iLife suite | Lightroom | Leaf Aptus | Mobile Apps
HTML programming (inc. hand coding) After Effects | Final Cut Pro | Premiere
DVD Studio Pro | MS Office |

traditional media:

Personal / Commercial processes

Gas and Glass Neon
Bookbinding
Screen-printing
35mm Film & Digital cameras
B/W Dark Room Processing
Medium/ Large format cameras
MiniDV Camera
Mixed media sculpture
Letterpress

commercial experience

04/03 - current

Freelance Design projects

Photographic commission of 30 Photographic artworks for Burges Salmon
Independent Web sites - design & build [see www.katerogers.co.uk]
Interface development for Local Government software
NESTA Futurelab: Welcome to the Neighbourhood. Multimedia touch-screen solar system project for virtual & real time exploration of the solar system
<http://www.spacesignpost.com>

07/02 - 04/03

Interactive Designer, BBC Bristol

Dept of Interactive Factual & Learning
Lead designer of the award-winning The Life of Mammals web site
TV prototypes
Site concept and design/ Digital Cable Interactive TV service
Design & illustration of educational flash games
Managing site branding and consistency
Ensuring the site met the needs of the target audience and BBC guidelines
<http://www.bbc.co.uk/mammals> [site not longer live]
BBC1 - The Life of Mammals Digital Cable TV Service

AWARDS

2003-4 Wildscreen Festival: ARKive Interactive Award [Panda]
2003 Prix Europa Winner: Internet Non-Fiction
2003 Macromedia Site of the Week
BBC Nature site achieved 1 Million hits in 1 week during 'Mammals' launch

BBC Life

R&D project utilizing Natural History Unit archive video footage, presented through audience-tailored interfaces, at broadband quality using Flash and Real Player
Design of the look & functionality of interfaces, for web and CDROM
Design of accompanying promotional printed material and CD packaging

Category re-designs for BBC Nature and BBC Food websites

<http://www.bbc.co.uk/nature/birds/>
<http://www.bbc.co.uk/nature/spring/>

08/01 - 05/02

New Media Designer, Big Squid Ltd

[TV graphics; Lifestyle/Natural/History Programmes]
Generating new business, client liaison, brief taking, site concept & design
Creation of in-show graphics
Storyboarding TV title sequences
Client Corporate Identity work/
Shooting MiniDV footage

04/01 - 07/01

Senior Designer, Circle.Com, Bristol

Design & layout of site sections, Maintaining brand integrity
Creating online promotional campaign concepts
Downloadable resources and newsletters
Working across all live projects including
Prototypes for an online banking system
DM print postcard campaign

01/00 - 04/01

Head of Design, Creative Digital Ltd, Bristol

Concepts/ pitches/ proposals/ brief taking/ site build
Narrow / Broadband design / multimedia / CDROM / Interactive
Project preparation/ costing / budgets
Ensured completion on time & budget
Managed members of the design team and their creative output
Interactive TV Prototypes for MipCom 2000/01
MILIA 2001 on CD-ROM
Viewing4Leisure: broadband video gallery of leisure venues
Creation Station - Children's educational ITV series
<http://www.hyperlaunch.com/stuartlittle>

02/99 - 01/00

Web Developer / Designer, Future Publishing. Bath

Translating print brands/ magazines into online formats
Design & build of sites [including the PLC Intranet]
Maintaining brand integrity

1995 - 99

Medical Photographer / Illustrator / Southmead Hospital NHS Trust, Bristol

Clinical / PR Photography / photographic & graphics production
for national & international publications /journals

1995 - 96

Viridian Scenic Artwork - Freelance Scenic Artist

Prop making/ set dressing / scenic painting

clients I have worked for include:

BBCi / Peugeot / Orange / Philips / Psion / Columbia Tri Star
PlayStation / Codemasters / Eagle Star / Royal Sun Alliance /
Samsung / Eurostar / Sony Music / Universal Studios / Virgin
Energy / Warner Bros / Virgin Student / Alterian /
Future Publishing PLC / Hall Woodhouse / Manning Gottlieb
Media / NESTA Futurelab / Flare Software Systems LTD /
Rhona Cameron / Social Commentating / Burges Salmon LLD
Selected screen grabs available at www.katerogers.co.uk

academic experience | skills

Academic and vocational teaching at Undergraduate level
Course design and delivery across all 3 years
Leading the direction and design of the core digital curriculum
Development of screen based Graphic Design practice [Moving Image]
Year Tutor / Level 3 Tutor / Module Leader
Internal /external representation at promotional events
Module Validation panel member
Communication / planning / presentation skills
Organisation of workshops / Visiting Lecturers / Induction week activities
National / International Field-trip organisation
Degree show organisation

Module writing

L1: Core modules:

Communicating with Words & Images
Communicating with Images

L2: Option Modules

Moving Image
Information Design
Interaction Design

L2: Core Module

Graphic Design Process

L3: Negotiated Briefs

Project writing
Competition brief selection

academic positions

09/10 - current

Senior Lecturer (0.5) [09/10 FT +temp 0.5 maternity cover]
Graphic Design & Photography
UWE, Bristol

09/08 - 07/10

Associate Lecturer
Graphic Design & Photography
UWE, Bristol

01/04 - 09/07

Senior Lecturer (FT)
Graphic Design, UWE, Bristol

10/02-12/03

Visiting Lecturer, Graphic Design, UWE, Bristol

education

PG Cert in Teaching & Learning in Higher Education U.W.E, Bristol
B.A.(Hons) Design Arts: First Class Plymouth University Exeter

commissions | exhibitions

02-04 2011

Open Photography 2, Royal West of England Academy, Bristol
Selection panel judge and exhibitor

10/10

Slow Play, Exhibition. Forum for Photographic Practice, UWE

04/10

Photo/ graphic Commission: 30 Large format (2-10m) Artworks
Sheppard Robson Architects / Burges Salmon
Artworks to augment new business premises, creating a visual
dialogue that links the company to its location using
contemporary and historical features of the city of Bristol
and artifacts related to its industrial & human relationships.
www.sheppardrobson.com/projects/page.cfm?projectID=100241

10/08

CREATE: Colour and Landscape Exhibition, 4x20" digital prints
A photographic exhibition from the participants of CREATE
[Colour Research for European Advanced Technology Employment]
SCA, UWE www.create.uwe.ac.uk/octgal081.htm

09/07

Public Art commission, 5x large scale text-based Neon artworks

KRAS Design [Kate Rogers & Andrew Savage] Winning proposal
for way-finding public art project for the UWE [£28000 budget
Generation of architectural lettering; expressive interior/
exterior interventions that retain elements of way finding,
enlivening and instructing <http://www.uwe.ac.uk/sca/>

07/06

NESTA Futurelab: Space Sign Post, 'Welcome to the Neighborhood'
Multimedia touch-screen project for virtual and real time
exploration of the solar system. Interface design and
Information Architecture. <http://www.spacesignpost.com>

2006 & 2007

20th & 21st Annual 'Mini-Print' Exhibition, UWE CFPR
Limited edition of 5x7" digital prints exhibited at
Blackwells Bookshop, Park St Bristol
<http://amd.uwe.ac.uk/cfpr/index.asp?pageid=1440>

professional associations

Associate of the Royal Photographic Society (ARPS)