

# EWEN MCGILLIVRAY

## Contact

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## Portfolio and Social



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## Personal Profile

I am a Fourth-year BA(Hons) Communication Design undergraduate looking to pick up more skills and experience. I like to orient myself around people and can identify with them in a positive manner. I believe I come across as an approachable individual and that I am a quick learner who can communicate clearly and efficiently, whilst being able to juggle various responsibilities in a time-effective manner. I would very much appreciate the chance to join your organisation and contribute to your future.

## Education

### Robert Gordon University:

Architecture: September 2020 - April 2021

Communication Design: September 2021 - Present

## Skills

- Time Management
- Communication
- Adaptability
- Critical Thinking
- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator

## Experience

### Current Occupation: River Island - Sales Advisor - August 2022 - Present: Part - Time

As part of my job, I am responsible for assisting customers both at the cash desk and on the shop floor. My main objective is to provide exceptional service and help customers with any needs they may have. Additionally, I have been given extra responsibilities beyond my standard role, such as working in the stock room and assisting in other departments of the store. This has enabled me to develop as a team player and work on my communication skills.

### Imajica Brand Evolution - Placement - Junior Designer - January 2024 - April 2024

Throughout my placement at Imajica, I learned a great many skills, like learning how fast paced the projects can often be and utilising my time well. Presenting ideas to clients as well as meeting with them on site was also experience I gained during my placement which helped on developing an understanding of how to communicate with clients to best meet their needs. I was exposed to a great deal of different styles of projects like editorials, menu design, branding assets and presentation slides.

### Branding Workshop - Fed & Watered -

I participated in a branding workshop held by Orlando Lloyd from Fed and Watered during the INTL design conference. We were given a day-long brief to create branding elements for a bakery. This workshop taught us how to make a brand stand out in a competitive market, emphasising the importance of research and investigation before putting pen to paper.

## Design Projects

### University - Cake Batter

I created a typeface as part of a larger branding project during my Honours Year. The basis behind the shapes and forms created were from cake batter as the main project this was aimed towards was a baking based brand. I learned a great deal from creating my own typeface, which really stressed the importance of kerning and letter spacing. This was also highly satisfying to create a workable typeface.

### University - Open Vision

This project focused on branding an Architecture and Graffiti Studio. The fictitious brand was about transforming spaces and creating new environments through murals and structure. Blending two sides of spectrum was an interesting challenge for what may come in the future. This also allowed me to explore my interest within web development.

### Freelance - Dylexia Development

I created a logo, colour palette and typeface selection for a client looking to make her business feel more professional and established. As her main focus within her teaching business involved with children with dyslexia, her main focus was to have a typeface that was clear and easy to read which, alongside colours that would best suit the logo so they didn't have too much contrast. This project provided great insights into a demographic that I have not needed to consider in previous projects.