




Lara Rankoff

Freelance graphic design and print services, for all your marketing needs!


 Burnham-on-Crouch, UK

[Portfolio link](#)

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Links

 [Website](#)  [LinkedIn](#)

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Languages

English (Native)

About

Graphic Design for Print and Digital:
Branding, Logo Design, Marketing Materials, Info-graphics, Illustration, Magazines, Tabloids, Catalogues, Shop & Van Signage, Exhibition Displays, Websites, Photo-re-touching, Layout, Print & Production,

Experience

● Freelance Graphic Designer

| Apr 2021 -

Having been in the B2B and B2C graphic design industry for over 20 years, I have, during that time created a vast array of design solutions for a variety of industry sectors.

Creating for them an increased market awareness, a growing client list and ultimately increasing their profits through sales.

Embedding along the way a range of skills and passions that have shaped me into the creative, pragmatic, adaptable designer, with a flair for colour, that I am today!

With a track record of successfully developing, implementing and delivering, marketing projects for: Design Departments, SME's, New Start-Up Businesses, Charities and Print Studios throughout the UK.

Through these projects I have built a reputation for creating, memorable, unique company identities and brand conscious marketing materials, whilst guiding and advising clients, their teams and junior designers. From the initial brief through to the final production of printed products, website builds and digital campaigns.

1000's of Mac hours, skilled in Adobe Design Suite and with some experience in leading graphic design juniors and studio/project management.

I have grown an adept empathy for the marketing and promotional efforts and goals that my clients have, for guiding creative visuals, and ensuring that all marketing tools are engaging with their respective audiences and clearly communicating their products and services.

● Studio Manager / Senior Designer

| Sep 2003 -

For C.V. please contact - studio@reflect-designforprint.co.uk

● Studio Manager/Designer

| Mar 2002 -

For C.V. please contact - studio@reflect-designforprint.co.uk

● Freelance Graphic Designer

| Oct 2002 -

For C.V. please contact - studio@reflect-designforprint.co.uk

● Freelance Graphic Designer

| Mar 2002 -

For C.V. please contact - studio@reflect-designforprint.co.uk

● Graphic Design Tutor

| Dec 2000 -

BTEC
NVQ Level 2

Delivering Graphics related topics and AppleMac software training to NVQ 2 Level Graphics candidates. Responsible for writing course material, tutoring, providing

feedback, criteria organisation, assessing, monitoring, interviewing, recruiting staff and candidates. Delivering evening classes. Also involved with the companies marketing and development of an IT Key skills department.

- **CAD/Graphic Designer**

| Aug 2000 -

Responsible for the management and work flow of the digital print department on a short term basis, working alongside various departments and designers to produce fabric samples and artwork for garment construction and Marks & Spencer's buyer meetings.

- **Communications/CAD Designer**

| Oct 1999 -

Similar role as the above two contracts but within the M&S Childrenswear Department.

- **Freelance Visual Communications/CAD**

| Sep 1997 -

Working within Courtauld's Lingerie's CAD Department, Communicating with various departments and designers to produce visual communications artwork and printed fabric for Marks & Spencer's buyers meetings and textile manufacturing. Responsible for organising and prioritising workflow, creating and editing artwork, colour-matching, fabric sampling, garment sketch and swatch reproduction, packaging and point of sale.