

Edward Le Froy

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I am a highly experienced and versatile self-employed Graphic Designer with 25 years of experience. I have been self-employed since 1995. My work has encompassed the following projects, in nearly all cases being the sole Designer, and for print, except where noted. I am proficient in Indesign, Photoshop, Illustrator, Quark Xpress, basic Word and Excel, and use Acrobat frequently.

Sept 2010 – present – sole designer of *Vive Le Rock! Magazine* for **Big Cheese Publishing**, London, taking the magazine from initial design to monthly publication.

June 2017 – present – designing four books (so far) for **Extradition Publishing** in London.

February 2017 – present – producing fabric designs for **Sunbeam Jackie**, a print design firm in Cornwall.

October 2013 – October 2015 – Co-Designer of *Wild Planet Photo Magazine* and *Landscape Photography Magazine* for **The Ultimate Image Publishing**, Lewes, Sussex. Titles available as a subscription PDF.

April 2000 – February 2013 - Sole Designer of *Big Cheese Magazine* for **Big Cheese Publishing**, London, taking the magazine from initial design to publication.

November 2013 – Redesign of the *Royal Photographic Society Journal* for **EC1 Publishing**, London.

From February 1998 – September 2004 I was the sole designer of the following titles for **The Guild Of Master Craftsmen Publications**, Lewes, Sussex:

February 2001 – September 2004 - Sole Designer of *Black + White Photography Magazine*, taking the magazine from initial design to publication.

Apr2000 – September 2003 – Sole Designer of *Outdoor Photography Magazine*, taking the magazine from initial design to publication.

April 1999 – March 2000 - Sole Designer of *The Dolls' House Magazine*

March 1998 – December 1999 - Sole Designer of *The Router Magazine*

February 1998 – August 1999 - Sole Designer of *Furniture & Cabinetmaking Magazine*

April 1998 – November 1998 - Sole Designer of *Woodturning Magazine*

From 1992-1995 I was freelancing in London, working on the following titles:

IPC Magazines – *Amateur Photographer, Photo Technique, What Camera, Eat Soup, Shooting Times*

The Illustrated London News - *The Illustrated London News, Orient Express Magazine*

BBC Magazines – *Homes And Antiques Magazine, Gardener's World Magazine, Radio Times*

Redwood Publishing – *Marks & Spencers Magazine, Landrover Magazine*

From 1989 to 1992 I worked for **BBB Design**, in Westbourne Grove in London, where I did everything from Design Assistant duties to operating the Bureau (outputting jobs to film and bromide).

Prior to that I worked from 1987 to 1989 for **Valin Pollen Advertising Agency** in Victoria, London working on very basic paste-up layouts and a lot of bin-emptying and coffee making.

I have also designed many books, screenprints for clothing (for my own company **Junk UK** from 1996-2004), upholstery fabrics (for my own company **Lambert & Stamp** 2012-present), Corporate Identities (not least for my own company **Global Borders Surf Vacations** 2003 – 2012), CDs and record covers for Decca, Vivid Recordings, RevCo Records and many cover-mounts for magazines.

I enjoy painting, surfing, travelling, rowing, snowboarding and trying (unsuccessfully) not to embarrass my 14 year old son. I also set up and help run **Shifting Horizons**, a not-for-profit charity working with young people in Cornwall to help them re-engage with education and society.