



# Grant Cass | Graphic Design

Graduated from Bournemouth University with a BA (Hons) in Media Production. I have worked in various design positions for world-renowned media outlets such as Bauer Media Group, Hearst UK, TI Media, DMG Media, Media 10 and News UK.

## Employment:

### Deputy Art Director

#### The Sun's TV Magazine (News UK) July 2016 - Present

News UK is part of News Corporation – a global media business full of talented and creative people. The Sun 's TV Magazine is the UK's biggest and best TV listing issued every Saturday. Working closely with the Editor and Art Director tasks include creating innovative designs and composite images that separate us from our competitors. Lead the department in the absence of the Art Director, ensuring that the process and production of the magazine is kept to its highest standard as well as managing freelance designers. Contribute to concepts for future front covers and features whilst attending and directing photoshoots. Create marketing campaigns for existing/new clients and business partners that collaborate with the magazine. Oversee and sign off final artwork in preparation for all regional editions to go to print. Annually revisit the style and structure of the magazine keeping up to date with the latest design trends whilst experimenting with new ideas, techniques and skills.

### Art Editor

#### Grand Designs Magazine (Media 10) November 2014 - July 2016

Media 10 is a multi-award winning publishing and events company based in Essex. They publish the official magazine of the hit TV series, Grand Designs. Rewarded with promotion to Art Editor after making a great impression whilst taking charge temporarily in October 2014. Tasks included layout and manage the design process of the magazine, supplements and delegate freelance designers. Offer creative ways to ensure the magazine looks on brand and work on the front cover with the Editor. Communicate with the

printers making sure deadlines and correct processes are met before sending the magazine to print. Produce the digital app edition as well as packaging and testing the product before uploading for publication. Also liaise with the marketing team to design and develop material to assist promoting the brand. I successfully redesigned the magazine for the May 2016 issue improving the overall visual style.

### Senior Designer

#### Grand Designs Magazine (Media 10) December 2013 - November 2014

Worked alongside the Art Editor designing sections of the magazine, in-house repro work and creating marketing material for the live shows. We were given the task to build the digital app edition ready for the January 2014 issue with the aim to continue improving the product and it's usability.

### Freelance Designer

#### Various (DMG Media, Bauer Media, TI Media, Media 10, News UK) March 2013 - December 2013

Began my freelance stint working on the Independent on Sunday - Sport supplement. My role was to cooperate with the Sports Editor and layout the whole supplement, I was also approached to work on the main paper. Along with these I freelanced for ES Magazine, FHM, Q Magazine, Living ETC, Grand Designs Magazine and TV Magazine with The Sun.

### Designer

#### Zest Magazine (Hearst UK) February 2011 - March 2013

Hearst is one of the UK's most diverse media companies. Zest was a monthly magazine for women looking for health, beauty and fitness advice. The role was to design and layout pages and have responsibility leading sections of the magazine. I commissioned illustrations and directed photoshoots to go with the relevant features. Other tasks

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### Portfolio

www.grantcass.com

### Education:

Bournemouth University  
BA (Hons)  
Media Production 2:1  
September 2005 – June 2008

Southgate College  
BTEC National Diploma  
in Graphic Design  
September 2003 – June 2005

### Skills:

Creative, attentive to detail.  
Very commercially aware.  
Print and digital  
processes/colour separation.  
Managing freelancers.  
Managing budgets.

### Software skills:

Adobe Creative Suite:  
InDesign, Photoshop,  
Illustrator.

### Good knowledge of:

HTML5, CSS, JavaScript, Sass,  
Node.js, Visual Studio Code.

included producing promotional designs for campaigns and representing the magazine on a press pass trip to approve the front cover. The Art team had been assigned to redesign the magazine ready for the March 2013 issue. I contributed to the new concept where I developed useful software skills.