

# ABB-D CHOUDHURY

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## PROFILE

- Creative, highly motivated designer.
- Detail-oriented perfectionist.
- Passionate about the language of design and experimentation with new methods.
- Extensive and varied portfolio based on experience as both in-house designer and freelance.
- Efficient workflow management.
- Timely, accurate scheduling.
- Prompt communication.

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## EXPERIENCE

### Lume

[www.lumestudio.co.uk](http://www.lumestudio.co.uk)

**December 2010 - Present**

- Brand development and marketing.
- Project management from start to finish.
- Client relations and business management.
- Representative clients include small to large businesses, gov. funded initiatives, commercial brands both within the private and public sectors.

### abb-design

[www.abb-design.co.uk](http://www.abb-design.co.uk)

**August 2007 - Present**

- Identity development and logo design.
- Conceptual artwork design with illustration and typography.
- Project-specific design in multiple mediums/disciplines.
- Representative clients include small businesses, musicians and individuals.

### Brighton Electric Recording Co. Ltd.

[www.brightonelectric.co.uk](http://www.brightonelectric.co.uk)

**July 2006 - July 2010**

- All areas of brand and identity development.
- Concept development from brief through to final product.
- Production for marketing materials (online and print), websites and all things creative.
- Duty management and full supervision of the business.

### Freelance

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**2003 - 2006**

- Skill development as a designer.
- Gained exposure through online and local communities.
- Worked in misc. admin jobs to fund self-initiated projects.
- Lived in New York for a year.

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## OTHER EXPERIENCE

Commissioned painter using traditional and contemporary methods such as drawing, acrylic and oil painting, illustration, typography, photography and inking.

## EDUCATION

### Brighton, Hove & Sussex Sixth Form College

**2002 - 2003**

**Fine Arts** Advance Subsidiary **A**

**Media** Advance Subsidiary **A**

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## SKILLS & DISCIPLINES

### Software

- Photoshop.
- Illustrator.
- InDesign.
- Dreamweaver.

### Languages

HTML, XHTML & CSS.

### Disciplines

Advertising, Branding, Digital Design, Direct Marketing, Editorial, Graphics, Illustration, Print, Front-End Web Design.

### Spoken Languages

English and Bengali. Currently learning Japanese.

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## RECOGNITION

Featured and mentioned in numerous design blogs/websites over the past few years.

### August 2010

Workspace featured in Otacool 3 and published by Kotobukiya (Japan).

### October & November 2007

Short listed for the Slam Poster Design Competition (to mark the launch of Nick Hornby's book Slam) and exhibited in the Design Museum, London.

### 2000 - 2002

Certificate for 2 years volunteer work as part of the Millennium Volunteers. Millennium Volunteers is a national initiative offering young people opportunities to help local communities.

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## INTERESTS

Design, music production, martial arts, movies, animation and Japanese culture.

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## REFEREES

Available upon request.