

Contact details

Mobile phone: +44 (0)7590 850 013
Email: robert@roberthempsall.co.uk
Web: www.roberthempsall.co.uk

Employment

Freelance Information Designer

Jan 2006 to present

Senior Information Designer – Enterprise IG

formerly Information Design Unit

March 2004 to Jan 2006 – based in Milton Keynes & London.

October 1999 to July 2003 – as Information Designer.

Key non-design roles and tasks included:

- attending briefing sessions
- budget calculations and proposal writing
- workplanning for myself and junior staff
- presenting creative solutions to a range of project stakeholders
- running face-to-face design workshops with clients
- producing specification documentation for external suppliers including sign manufacturers and IT developers
- day-to-day project management and client liaison.

Projects and clients included:

Forms for AIG, COI and Department for Transport.

Product information for Vodafone, Stannah and British Gas.

Financial information for Powergen, Standard Life, T-Mobile, TXU Energi, BT and London Energy/Virgin Mobile.

Internal communications for Unilever and Standard Life.

Reference information for OAG (Official Airline Guides).

Wayfinding systems for NHS.

Visual identity for Department for Health/NHS.

Design guidelines for NHS, Vodafone and OAG (Official Airline Guides)

Is an information designer like a graphic designer?

An information designer uses a mix of graphic design and plain language skills, along with a big dollop of common sense to create information that people understand.

Some examples of how information design can be used are to:

- help visitors to find what they're looking for by creating useful navigation around environments
- help customers confidently identify suitable products and services and build brand loyalty by ensuring they get full value from them
- giving clear safety information in environments and on products
- help staff work more accurately and effectively through training materials and day-to-day paperwork
- minimise the cost and time of dealing with queries and complaints.

Employment – continued

Graphic Designer – Highways Agency, Publications

September 2003 to March 2004 – based in Leeds

Key roles and tasks included:

- designing materials to inform the public about developments on the UK road network and support public relations events
- creating documents for internal use, including developing document versions that could be managed by non designers
- applying specialist skills to appropriate documents
- promoting the use of the Agency brand to other designers.

Education

BA (Hons) First Class – Graphic art and design

Leeds Metropolitan University

September 1996 to June 1999

Merit – Foundation in Art and Design

Blackburn College

September 1995 to June 1996

4 A Levels & 9 GCSES

Scarborough College

September 1988 to June 1995

A levels: Art (GRADE C), Maths, General Studies (BOTH D) and Physics (E)

GCSEs: German (A), Art, Maths, Physics, P.E (ALL B),

English Language, English Literature, Biology and Geography (ALL C)

Referees

Dr Rob Waller – Professor of Information Design

Department of Typography & Graphic Communication

University of Reading

Address: 2 Earley Gate, Whiteknights, PO Box 239, Reading RG6 6AU

Phone: 0118 378 6411

Email: r.waller@reading.ac.uk

Simon Letherland – Partner

and/or/if

Address: Oakridge Barn, Plum Park Estate, Watling Street,
Paulerspury, NN12 6LQ

Phone: 01327 810 903

Email: simon.letherland@andorif.co.uk

This one didn't last long!

I left the Highways Agency after I was asked to rejoin Information Design Unit in a more senior role, having previously been made redundant.

In the intervening period, Information Design Unit had been bought by Enterprise IG; same company, different name.

So, being a designer, you work with computers then?

I have experience in a range of software.

- For designing on paper I have a strong knowledge of InDesign (or Quark Xpress if you prefer), Illustrator and Photoshop.
- For on screen work, I have a strong knowledge of Dreamweaver, and experience of Flash.
- I also have a great deal of experience of designing with Microsoft Office to deliver design templates in Word, Excel and Powerpoint.

Are these your relatives?

Rob was the man who gave me the same job (twice) at Information Design Unit. I only asked for a bit of work experience, and 6 years later I was still there.

Simon was Senior to my Junior, and Director to my Senior –always one step ahead. Despite that, he sometimes lets me loose on work for his own company, and/or/if.