



## KIRSTY SINCLAIR'S PERSONAL STATEMENT

I have a passion for all things creative... which I guess is good since I do design.

If I'm not working on a project, in my spare time you'll find me doodling away in my sketchbook – or on any unsuspecting paper to hand!

I enjoy every new challenge, wielding at it with my trusty pen and paper! My work ranges from mixed media illustration and hand drawn typography, to functional, corporate logos. I take joy in interacting with clients, usually resulting in a collaborative outcome.

Listening to what the client wants, and combining that through intensive research and development, I aim to make creative solutions of a high – and unique – standard.

All to the soundtrack of Bowie!

## EDUCATION

2010 – 2014: BDes Hons Graphic Design at Grays School of Art, Aberdeen

2009: Evening Portfolio course at Glasgow School of Art

2008 – 2010: City of Glasgow College, Glasgow

2007: Evening Art & Design Course at Glasgow School of Art

2003 – 2008: Park Mains High School

## EXPERIENCE

I designed the logo for Police Scotland Youth Volunteers, after having the winning concept through a competition held by Police Scotland. This involved working alongside the Police and Young Scot to create an identity for the new group which they are aiming to roll out nationwide soon. The logo had to be developed in a way that made it work across clothing, stationary and social media effectively.

I had a 3 month placement at Glasgow based Locofoco Design in the spring of 2013. This gave me the opportunity to work on a range of projects such as posters, information cards, logos and social media. My work also featured on the Glasgow Art Store Facebook page. I also had the opportunity to help out at focus groups which helped with research, and got to assist clients such as GMAC Film with their relaunch.

From 2013 onwards, I've been working on book layouts and typography for international children's author J. R. Poulter. This has been a great opportunity to work with the Australian author and a wide range of different illustrators. So far I have worked on three books with her of varying styles.

Since 2012 I have been the creative designer and typographer for the "Terror at the Tanny" graphic novels, a youth project set up by Creative Scotland, CashBack for Communities, Renfrewshire Council, Renfrewshire Libraries and Young Scot. The first graphic novel gained media coverage from BBC Radio Scotland, Fiona Hislop and actress Kate Dickie.



Creating the winning logo, as part of a business team, for Robert Gordon University's "Strictly Come Dining" competition. An apprenticed themed competition where each team is given a brief and a budget. We were given 30 minutes to come up with a concept, logo, budget information and 3 minute pitch. It was judged by an NHS nutritionist, an army nutritionist, and a creative director of a local design studio.

Other experience includes designing a poster and tickets for a Halloween youth concert, as part of Erskine Youth Studio's monthly "Upload" event, and logos for Aberdeen based photographer Andrada Miere and Glasgow based music management company C & C Productions.

### PRIVATE COMMISSIONS

A Street Art themed mural. This gave me the chance to work on something new and out of my comfort zone, a fun experience that I'd happily do again.

Book layout and type for a children's book that Scottish writer Alex Gray wrote as a family gift. It was a great opportunity to collaborate with an author and illustrator.

### SKILLS

I frequently use Photoshop, Illustrator and InDesign, and I am up to date on the latest software. I have had experiences that involved pitching, networking and invoicing. As well as this I am PC and Mac literate and I am familiar with Final Cut and Flash.

### EMPLOYMENT

2010: Volunteer at Save the Children charity shop, Glasgow

2011: Waitress at The Rowantree Café, Paisley

2011 – 2013: Customer Service Representative at Domino's Pizza, Aberdeen

I believe the above jobs I have taken on throughout my education have contributed to my communication skills. It has made talking to clients much easier.

CLIENT REFERENCES ATTACHED. EDUCATIONAL REFERENCES ON REQUEST.

IF YOU WOULD LIKE TO CONTACT ME...

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23/04/2014

To Whom it May Concern

I have had the very real pleasure of working with Kirsty Sinclair for nearly a year. In that time, Kirsty has been designer for a number of my picture books, taking the text and illustrator's images and bringing them together to create a book that has strong visual appeal and encapsulates the spirit of the project brief to perfection!

Kirsty has an intuitive sense of what is required and worked confidently and constructively within the publisher's requirements and the directives given to her from myself, as author, and the illustrator. She liaised with us continually throughout the process, suggesting innovative ways to highlight illustrative and story elements and receiving suggestions and acting on them in an efficient and deadline conscious manner.

The briefs Kirsty was given were dramatically different, but she fulfilled all with consummate skill and professionalism. The publisher, illustrators and I are thrilled with the end result. I cannot recommend her work highly enough.

Do not hesitate to contact me if you require any further information related to Kirsty's work.

Kind regards

J. R. Poulter  
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“Kirsty presented Police Scotland with a very unique concept which caught the attention of our senior management team straight away and which was the clear favourite, despite very tough competition.

Kirsty’s design will now be recognised nationally as not only a logo for the PSYV but also a brand. I’m extremely grateful to Kirsty, and her lecturer Cameron Craddock, for their support, hard work and the sheer effort they put into assisting me and the PSYV launch our very first logo.”

Sergeant Craig Rankine

Excerpt from press release on Gray’s site for the Police Scotland Youth Volunteers logo.  
Full article can be found at <http://graysartschoolaberdeen.com/2014/05/02/police-scotland-youth-volunteers-new-identity/>