



Lee Render

Curriculum Vitae



ABOUT ME

Information architect dealing with best practice for the provision of simple yet effective dissemination of information for the travelling public in time-critical situations through professional designed literature utilising latest design software and outputs, such as print, digital and social to achieve the required results.



MY SKILLS



Adobe InDesign



Design for Print



Adapt at Deadline working



Stakeholder working



Design for digital (social media/screens)



CONTACT ME



57 Swain House Crescent,
Bradford BD2 1HR



07989 760030



twitter.com/LeeRender



leerender.co.uk



linkedin.com/in/lrender



hello@leerender.co.uk



EMPLOYMENT OVERVIEW

Self employed Freelance Graphic Design

Bradford BD2 1HR

Nov 2016 - Present

Currently using my expertise in graphic design on a self-employed, freelance basis and work has included designing;

- new timetable designs for roadside bus stops
- Organisational staff briefing packs and manuals
- personal Training fitness e-Books.

Project Support Marketing and Communications

London Midland. Birmingham B2 4HQ

Sept 2015 - Sept 2016

Working as part of the Network Rail funded Project team, this fixed term post was about devising and implementing communications and marketing plans for major improvement projects, including the final stages of Norton Bridge Improvement Works, Worcester Resignalling, including but not limited to:

- Increase awareness of major projects internally and externally
- Briefing and working with external design agencies to create a range of multichannel communication products delivered via print and digital to ensure heightened customer awareness of major projects aside from the standard weekend engineering type of works before, during and immediately after project completion
- Working with marketing and communications teams to integrate messages into any existing business activities and manage media, internal and external stakeholder relationship for the relevant communications
- Providing advice and assistance with other passenger information activity as required including control teams for customer information screen outputs and staff briefing packs for on-board and stations teams.

Customer Information Assistant

West Yorkshire Combined Authority. Leeds LS1 2DE

Sept 2002 - Sept 2015

Working as part of the Customer Services Information Team, provided an in-house design function that enabled the production and dissemination of on-brand printed information products including information leaflets, timetables and posters for the 2.1 million people of West Yorkshire.

- Working with bus and rail companies to provide timely advanced information for service changes
- Providing an in-house design function, creation of bespoke information leaflets, timetable covers and station posters using Adobe suite of programmes
- Working within brand guideline adherence and providing best practice advice within the business
- Stakeholder working within the business across departments and externally with organisations such as Network Rail, train and bus operators
- Adept at problem solving and presenting innovative solutions to ensure the travelling public can understand in a simply and effectively
- Flexible and adaptable in order to ensure information was available at critical times such as in disruption.

Customer Information Assistant (secondment)

TransPennine Express. Manchester M1 6LT

31 March - 01 August 2014

Seconded from West Yorkshire Combined Authority to enhance my understanding of the rail industry and to assist at a significantly busy period for the business which included a complete timetable recast across the North of England, two major engineering projects and the Commonwealth Games in Glasgow.

- Creation of bespoke information leaflets, timetable covers and station posters using Adobe suite of programmes
- Creation and installation of station dressings using banner wraps and low-tack adhesive vinyl whilst working within railway safety statements and risk assessments at stations local guidelines to ensure listed building regulations at certain locations were not breached
- Operating the print room in a safe manor including printing large format posters on a variety of material; changing paper rolls and inks and disposing of waste inks and paper rolls
- Collating and dispatching timetable and leaflet orders to stations across the network
- Utilising rail industry systems such as VoyagerPlan and TRUST systems
- Internal and external stakeholder working.



Education, Training and Vocational courses

GNVQ Leisure & Tourism, Advanced

Yorkshire Martyrs, Bradford. Awarded July 1999

- Award achieved Merit

GNVQ Leisure & Tourism, Intermediate

Yorkshire Martyrs, Bradford. Awarded July 1997

- Award achieved Distinction

GCSE

Yorkshire Martyrs, Bradford. Awarded June 1996

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|-----------------------|----------------|---|
| • English Language | Award achieved | C |
| • Design & Technology | Award achieved | D |
| • English Literature | Award achieved | D |
| • Geography | Award achieved | D |
| • Science | Award achieved | D |
| • Science: Dual Award | Award achieved | D |
| • Business Studies | Award achieved | D |
| • French | Award achieved | E |
| • Religious Studies | Award achieved | E |
| • Maths | Award achieved | F |

Training Courses

- SiA Door Supervision within Private Security Industry Level 2 Licence number 1011771069363559 undertaken 2016
- Emergency First Aid at Work undertaken 2016
- Basic Handcuff Training undertaken 2016
- Health & Safety in Offices undertaken 2013
- Manual Handling undertaken 2013
- Never Miss Reporting In Offices undertaken 2013
- Violence and Aggression at Work undertaken 2013
- Coping with Violence undertaken 2013
- Fire Safety in Offices undertaken 2013
- Display Screen Work undertaken 2013
- Health & Safety Awareness undertaken 2005
- Race Awareness undertaken 2005

Vocational Course

- Adobe Certification in Print & Digital Media Publication using InDesign undertaken 2014

Voluntary/unpaid works

Bradford Pride

2012 - 2015

Member of Bradford Pride Committee responsible for the organisation of Bradford's LGBT+ annual Pride event as largely as an on the day helper and attending the monthly meetings. However for the committee period 2014-2015 I was nominated for, and accepted the post of social media and website officer, responsible for:

- Updating and organising the Pride website for the 2015 event
- Setting up target social media message via 'warm up' tasters in a countdown style
- On the day tweet interaction with the running order scheduled to go out and live tweets across the day
- Establishment of dedicated hashtag #BDPride for the pride event - BD being Bradford's Postcode With the enhanced delivery and rich content, responsible for a tenfold increase in website traffic solely via Social Media outputs.

Hobbies and Interests

Keen interest in both bus and rail industry and operations

Continual development of self-taught Adobe skills

Actively improving health and wellbeing through running and gym.

Portfolio of work

We know some email systems limit file size so they don't allow heavy files, including portfolios, through without hoop jumping with IT; therefore why not head over to my website and take a peek online or download my portfolio at



www.leerender.co.uk/portfolio