

# design and production specialist

## Valerie McCarthy

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Valerie McCarthy is a graphics specialist with a wealth of document production experience from over 20 years producing communication materials. Valerie is the delivery engine for successful business pitches, R&D and consultancy projects.

Valerie works with multi-national, blue-chip, medium and small businesses across multiple markets and sectors, and has developed a methodology to truly engage the audience. Her expertise lies in assessing content relevance, planning and structuring, and using graphic design and layout to enhance rather than 'dumb-down' or overpower content.

Most business presentations are little more than 'death by PowerPoint', consolidating a proliferation of information and content. By employing effective communication materials, Valerie's skills help companies improve their audience's market share.

You can read more about Valerie's business presentation approach at:

[www.theproductionline.co.uk/html/communications.html](http://www.theproductionline.co.uk/html/communications.html)

Sample work and a short presentation on Valerie's life can be found at:

[www.smileydog.co.uk/cv/index.html](http://www.smileydog.co.uk/cv/index.html)

## Work History

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Nov 2006 -

- Smiley Dog Productions
- Design and Production Specialist

Continue to provide on-project support with focus on design and production of many kinds of communication material including marketing material, MS Excel modelling, bid documents and presentation work.

Nov 2004 - Nov 2006

- EC Harris LLP
- Head of Project Support, Knowledge Manager and Design and Production Specialist

Head of Project Support: responsible for setting up network of support people to staff projects, managing the commercials and establishing a training and personal development programme. As Knowledge Manager: responsible for setting up and maintaining knowledge management process. This included defining a process for capturing and validating knowledge; and setting up and maintaining the intranet site where that knowledge sat. Responsible for design and production of communications included marketing material, presentations and bid documents. Continued to run Smiley Dog focusing on website design and production.

Feb 1997 - Oct 2004

- Smiley Dog Productions/Freelance
- Design and Production Specialist/Project Support

Smiley Dog was set up in October 2000 specialised in design and preparation of graphics and artwork; design and creation of many types of documents; and in design, promotion and maintenance of websites for smaller organisations. Built a client base of over 20 companies including EC Harris, J Sainsbury and Booz Allen Hamilton.

Contracted to Gemini Consulting in 1997 as project-based support. Responsible principally for all presentation material and other artwork, running of project office, project site LANs and PC support.

Nov 1993-Jan 1997

- GE Capital Limited
- Graphics Specialist

Graphics specialist responsible for setting up and maintaining document production department for Joint Ventures, Mergers and Acquisitions arm of General Electric (USA). Responsible for producing all proposal/presentation work and other types of artwork including marketing material.

Oct 1992 - Nov 1993

- Freelance

Graphics work including technical schematics; Excel macro work; systems, network and software support; training; creating and maintaining data collection forms.

Dec 1991 - Nov 1992

- Topazlane Limited

Very small company so responsible for departments handling hardware repairs; software support; maintenance contracts; training; part of software support team; responsible for artwork including forms, marketing material and other documentation.

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April - Nov 1991 • Freelance	Temporary work through agencies including design and production of documents; network support; database set up and maintenance.
Jan 1990 - Mar 1991 • Vernon Consulting	Very small company so responsible for design and production of artwork for advertising/promotions, etc; providing Apple and third party equipment to end users; demonstrations, software support and training; sales and purchase ledger.
Oct 1987 - Jan 1990 • Motorola Semiconductors • Assistant	Responsible for spreadsheet design and production using Lotus 123, presentation/proposal material; software support; managing the office of the UK Sales and Marketing Director.
Aug 1986 - Oct 1987 • Freelance	Temporary work with major achievement being self-taught spreadsheet modelling.
Feb 1985 - Aug 1986 • The Bell Inn • Private Parties Manager	Responsible, with a small team, for a Relais et Châteaux listed hotel's private functions from a dinner for eight to an event for 250.
June 1983 - Feb 1985 • MTB Equipment Ltd	Office manager responsible for office administration and bookkeeping to trial balance for a small company importing and distributing coach seating and accessories.
Oct 1982 - June 1983 • Aylesbury College of FE	TOPS business administration course with a strong bias towards new technology.

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## Qualifications

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City Literary Institute Graphic Design Certification  
Apple Technician Certification  
Apple Train the Trainer Certification  
Business Administration Certification  
RSA Stage II Typing  
RSA Stage II Audio Typing  
90 wpm Teeline Shorthand