

PROFESSIONAL EXPERIENCE

REFLECT-DESIGN FOR PRINT LTD - 2009 to present

Founder/Project Manager/Graphic Designer/Artworker

Working for the last 13 years under my own brand 'Reflect Design for Print Ltd'. Lending my skills and experience to over 200, SME's, New Start-Up Businesses, Charities, Print Studios and Design Departments throughout the UK.

With the completion of over 11,000 projects for an extensive range of end purposes, from logo design, company/brand identities and marketing suites to, magazines, newspapers, brochures, catalogues, exhibition sets, shop interiors/exterior and van signage through to websites, social media and digital advertising.

Whether I am leading the design, managing an established brand or working on an ad-hoc project. I always work closely with both my clients and team members, from concept to final conclusion, to ensure every project is executed to perfection.

Applying consistency throughout and never failing to enhance the brand, the companies image and presence as a matter of course. Alongside organising print and production for clients when required.

During this time I have also trained apprentices, sharing my graphic design skills and print knowledge, whilst assisting them with the fundamental building blocks to grow their own creative careers. Ensuring that they are competent designers with the ability to create great artwork and designs for any studio. Please view my website www.lararankoff.co.uk, for further information, portfolios, client list and testimonials.

DAWKINS COLOUR - Jan 2023 to present

Freelance Graphic Designer / Artworker

Working with the volume and fast pace of Condast's Ad, Sales Department. Setting, back page adverts, proofing, editing, creating the page layouts and the outputting of final high res print files, for the back pages of Vogue, Tatler, GQ, Vanity Fair, World on Interiors, House & Garden and Traveller.

WILLIAM HILL PLC - April 2021 to Oct 2022

Freelance Creative Graphic Designer

Initially a 3 month contract which was continuously extended over a 17 month period and upgraded to an Integrated Creative Graphic Designer role. Initially working with the team to push forward the companies 2021/22 rebrand, throughout WH's expansive territories including: Sports, Gaming, Vegas, Live Casino, and Bingo. Producing a multitude of fast paced, every-day rollouts, both digital and print, alongside creative concepts which included those for; shop interiors, retail window graphics and exteriors, graphics for UI / UX frameworks, campaign and share holder guides.

RAKUSEN DESIGNFX LTD - Sept 2003 to April 2009

Graphic Designer & Studio Manager

First employed on a freelance basis to troubleshoot a government project for the DTI that had gone off track, on completion of this challenge I become a full-time member with this once dynamic, design and advertising agency. This position gave me the opportunity to develop and fine tune my design and management skills.

During the course of my employment, along with demonstrating and delivering ideas and designs to key clients and companies, including Ravensburger, British Interior Design Association, Indian Ocean, Hereford Furniture, Artedi, Topaz, DTI, Ipeco, Alba Plc etc.

Along with providing leadership to a team of designers, developing high-end product brochures for the furniture industry, whilst collaborating with photographers, stylists, room set creators and printers.

PREVIOUS IN-HOUSE FREELANCE EXPERIENCE 1997-2003

- Designer at Elite Media Ltd
- Designer at Grangewood Ltd
- Designer at Purple Results
- Designer at BBP Print
- Designer at Design Ltd
- Graphic Design Tutor (NVQII) Central Graphics Academy
- Print Technician at Thurrock Technical College
- Textile & Exhibition Set Design - Textra, Oxfordshire
- CAD & Graphic Designer at SR Gents
- CAD & Graphic Designer at Courtaulds Textiles Ltd
- CAD & Graphic Designer at Dewhirst Group Plc.

Lara Rankoff

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WEBSITE & PORTFOLIO

www.lararankoff.co.uk

EDUCATION

NVQ Level II -

Graphic Design (2000)

Central Graphics Academy,
Essex, UK

**BA (Hons) in Printed Textiles
& Surface Pattern Design
(1994-97)**

Leeds College of Art
and Design, Leeds, UK

BTEC NAT DIP II -

General Art (1992-94)

Thurrock Technical College,
Essex. UK

SOFTWARE

- Adobe Creative Suite (Indesign, Illustrator, Photoshop, Acrobat)
- Quark Express
- Microsoft (PPT, Word, Excel)
- Bannerflow
- Jira/Slack

PERSONAL INTERESTS:

- Learning / Personal development
- Travel, Culture & The Arts
- Food, Music, Friends & Family
- Creativity in all its forms
- New Technologies



LARA RANKOFF

FREELANCE GRAPHIC DESIGN,
PRINT & DIGITAL SERVICES