

Alastair Pether

Designer and Manager, with a proven track record of success in corporate design and design & production for public access organisations. High-level studio & design control, building consistently improved business & organisation profiles.

Strong leadership, strategic planning & design development experience. Managing large-scale projects from schedules, costing, project staff recruitment to full implementation both on time and within budget.

Experienced in design for corporate identity, branding & logo development, publishing, print, marketing, museum & commercial exhibitions, merchandising, presentations, events, website design, client, supplier & 3rd party liaison, budget control, installation of Mac networks, server installation & design packages.

Equally focussed outside of the work environment, having competed at high level in Scottish Pipe Bands (third place in World Championships) and the classic car arena.

Career Highlights & Awards

- Olympic and Paralympic 24 hour turnaround Gold Medal Winner stamps generating over £13m
- D&AD admission for Royal Mail, FAB Gerry Anderson stamps and products by GBH and Gerry Embleton
- Communication Arts for Royal Mail, Royal Society anniversary stamps and products by hat-trick
- D&AD admission for Royal Mail, Yearpack by the Chase
- D&AD admission for Royal Mail, Mythical Creatures products, illustrated by Dave McKean and written by Neil Gaiman
- Design Week Hall of Fame as part of the team at Royal Mail
- Designed graphics for award winning Cisco networking event in Cannes
- Worked on major award project, as part of team, for a Unilever event at the Tate Modern
- Managed major expansion of a National Museum for the Royal Armouries
- Managed museum redesign for The National Archives, formerly the Public Records Office
- Redesigned Hildebrand Design studios into a more dynamic environment to strict budget

Contact details

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Career History.....

DESIGN CONSULTANT Transport Signs Mar 2023 to Present

- Wayfinding and fascias for heritage railway stations

DESIGN CONSULTANT SAAA Mar 2016 to Sept 2023

- Branding of new sector led body
- Digital forms for use by 10,000 English Councils
- Forms and processes, design for templates, bulk emails
- Build and management of website including all domain name registration, email addresses and IT management
- Presentation design & management for Board & client meetings

GRAPHIC DESIGNER Gordon Murray Design Jun 2015 to Feb 2016

- Design and implementation of over 100 forms/processes for ISO accreditation
- Updates to Gordon Murray website
- Management of time-lapse photography
- Presentation management for Board & client meetings

DESIGNER/PARTNER Pether Design May 2013 to Present

- Landscape design visuals for EDCO (landscape architects)
- Redesign and handover to RAF Halton website
- Redesign and handover of www.peintredurail.com

DESIGN MANAGER Royal Mail Jan 2008 to Apr 2013

- Worked with True North to design the Olympic and Paralympic Gold Medal Winner stamps. Trained internal team in Photoshop to enable one hour turnaround design of all Olympic stamps.
- £13m profit on Olympic GMW stamps alone.
- Royal Mail's team became the first member of Design Week's Hall of Fame after I had been there only a few months
- Several inclusions in the D&AD Annual for work with companies including GBH, Dave McKean, the Chase, etc.
- Awards from Communication Arts, USA
- Re-established working links with Buckingham Palace to create several successful Royal products, including the very popular Diamond Jubilee stamps and product range
- Worked with many high profile organisations including Warner Bros, the Royal Society, ITV, Gerry Anderson, the Royal Yacht *Brittania*, Sir Patrick Moore, etc.
- Management of the annual £750,000 budget
- Agreeing content appropriate for subject, commissioning and art directing design, overseeing artwork, production and fulfilment of products, including Presentation Packs, First Day Covers with Filler Cards, Handstamps, Generic Sheets, Smilers, Coin and Medal Covers, Yearpack, Yearbook, Retail Books, Commemorative Sheets and new product development
- Ran fortnightly strategy meetings for the Design and Editorial teams to ensure tight control on production and budget planning, and ensure commercial viability of products
- Commissioning designers, illustrators and photographers, including companies such as hat-trick, GBH, Why Not Associates, etc.

DESIGNER/PARTNER Pether Design Jan 2005 to Dec 2007

- Design of HTML emails for Thomson Holidays & other successful holiday companies for Demographik
- Worked with NCP, NHS, local businesses and local authority with the Creative People
- Design for high profile exhibition panels, web sites, interactive DVDs & printed collateral for the RAF
- Successfully created branding for award winning, start-up brewery – Twickenham Fine Ales

DESIGNER The George P. Johnson Company Mar 2003 to Dec 2004

- Responsible for the design of high profile, integrated event marketing projects
- Designed conferences, seminars, exhibitions, launches & award ceremonies worldwide
- Worked on exhibition panels, web pages, presentations & all event printed collateral
- Successfully delivered projects for clients including Unilever, IBM, Syngenta, CISCO, Bentley & Samsung

Websites

saaa.co.uk – Smaller Authorities' Audit Appointments, a new sector led body replacing a part of the former Audit Commission's work

peintredurail.com – a bilingual site for a railway and transport artist, since rebuilt along similar design

rafhalton.com – award winning website for Royal Air Force Halton Pipes and Drums

rafpba.com – the RAF Pipe Band Association

drummajor.co.uk – an instructional website for military Drum Majors

hebmuller.co.uk – Volkswagen Beetle restoration and enthusiasts' site

Skills

Adobe CS Suite (InDesign, Illustrator, Photoshop, Dreamweaver, Premiere Pro), HTML, CSS, Javascript, MS Office (Word, Powerpoint, Excel) & management of small Apple Mac & PC networks.

Personal

Full clean Driving Licence
Fluent French, basic Italian & German

Interests

Photography
Drum Major of a RAF Scottish Pipe Band (as a Voluntary Service Musician, formerly placed third in World Championships)
Motor sport and classic cars
Restoration of a French troglodytic cottage

SENIOR PROJECT MANAGER The National Archives Jul 2002 to Jan 2003

- Responsible for the design & development of a website including film archive and streaming video clips for the Education & Interpretation Department
- Redesign of museum space including the display of high profile & irreplaceable documents including the Domesday Book, *Magna Carta* & *Valor Ecclesiasticus*
- Researched & designed materials for the promotion of educational events

STUDIO MANAGER/ SENIOR DESIGNER Hildebrand Design Apr 1999 to Jun 2001

- Responsible for the design of corporate literature, identities, exhibitions & websites
- Clients included ING Barings, Ceridian, Rio Tinto, Corporation of London & Smith+Nephew
- Managed daily studio operations, design & marketing staff
- Managed project scheduling, handling & costing, print buying & staff performance reviews
- Designed interiors & project managed move into new premises including the installation of the network and servers
- Developed & improved studio facilities & company website

FREELANCE DESIGNER Demographik Jan 1999 to Mar 1999

- Designed promotional material for Prince's Trust
- Website and emails for Thomas Cook and TUI holidays

HEAD OF DESIGN Environmental Resources Management May 1997 to Jan 1999

- Designed reports, promotional material, stationery & conference support material, providing advice on print, products, materials & production
- Liaised with clients, architects, exhibition designers, suppliers & manufacturers on projects
- Designed the intranet site for company worldwide, covering all 26 countries

SENIOR DESIGNER The Creative People Jul 1996 to Apr 1997

- Designed corporate & promotional material, advertising, packaging, direct-mail & interactive displays
- Clients included Bank of Ireland, Croner Publications, Air Products, Sandown park, & University of Surrey

HEAD OF DESIGN, PUBLICATIONS & PHOTOGRAPHY The Royal Armouries May 1991 to Jul 1996

- Designed displays & graphics for new Leeds museum in association with Brian Tattersfield
- Designed for all three Royal Armouries (The National Museum of Arms and Armour) sites at the Tower of London, Portsmouth and Leeds
- Led design work on branding, display, wayfinding, multi-lingual information, reports, books, posters, leaflets, advertising, shop merchandise & packaging
- Corporate identity review and redesign with its original designer Dick Negus
- Managed daily operations of the studio & staff, including photographers and photo-librarians

DESIGNER National Army Museum Dec 1987 to Apr 1991

- Small Museum of the Year award for work on the Gloucester Regimental Museum
- Designed displays & graphics for the ever changing Special Exhibition Programme
- Introduced and designed catalogue and special publications for all exhibitions
- Publicity for all events Education programme material

GRAPHIC DESIGNER Duncan Petersen Associates July 1987 to Dec 1987

- Design and artwork for a book packagers/small publishing house

Education

UNIVERSITY OF WESTMINSTER (Harrow School of Art & Design) Sept 1983 to July 1987

BA (Hons) Graphic Information Design
Certificate of Foundation studies

LONDON CHAMBER OF COMMERCE AND INDUSTRY July 1991

Introduction to Management

ROYAL AIR FORCE COLLEGE Cranwell July 2007 to Oct 2007

Reserve Initial Officer Training (as an Officer in the RAF's Media Operations Squadron)

Alastair Pether – Skills Summary

Design	Planning	Design Development	Supervision/Checking	Studio Management	Technical	Other
Concepts, design & implementation:	Budget handling	Commissioning design, illustration & photography	Art Direction	Management of small teams including design, editorial, photographic and marketing staff	Assessment/ purchase of computers and peripherals	Certificate in management skills from the London Chamber of Commerce & Industry
Exhibition	Working and technical drawings	Advice on print, products, materials and manufacture	Overseeing print		Network planning and installation	
Branding	Site evaluation		Language checking			
Literature			Specifications for manufacture	Project scheduling and handling	Day to day trouble-shooting	Training in various software, networking and troubleshooting for Mac
Marketing communications	Sourcing	Project liaison with clients, architects, exhibition designers, suppliers and manufacturers		Development of and improvement to existing studio facilities	Production of print ready artwork	
Packaging	Client consultation					
Publications		Artworking		Print buying	InDesign, Photoshop, Illustrator, Dreamweaver, Premiere Pro, Powerpoint, Word, Excel, Acrobat, HTML, CSS & Javascript	
Environmental				Recruitment of temporary and permanent staff		
Wayfinding						
Merchandising						
Presentations				Staff reports		
Events					Video editing using Premiere Pro, and animated banners for web	
Websites					Working knowledge of PCs as well as Macs	