



Alec Carmichael

GRAPHIC DESIGNER



PROFILE

- Hello. I'm Alec Carmichael
- Everyone calls me Fal
- I'm an experienced graphic designer (30 years and counting)
- I'm looking for a job, preferably freelance
- I could be the droid you're looking for

EDUCATION

Pewsey Vale School

1977 – 1982

8 O-Levels in various subjects, none of which are even remotely relevant any longer.

St. John's 6th Form. Marlborough.

1982 – 1984

2 A-Levels. See above for relevance.

EXPERIENCE

2023 – Present


Freelance Graphic Designer at STUFF BY FAL (again)

Following my no-fault redundancy from Bark Like A Big Dog I decided to go back to freelancing again. I've just finished working on the album artwork for [Nick Harper](#)'s 13th studio album Earth Day Blue (I've been his artist of choice since 2004's Bloodsongs album) so my work diary isn't full right now.

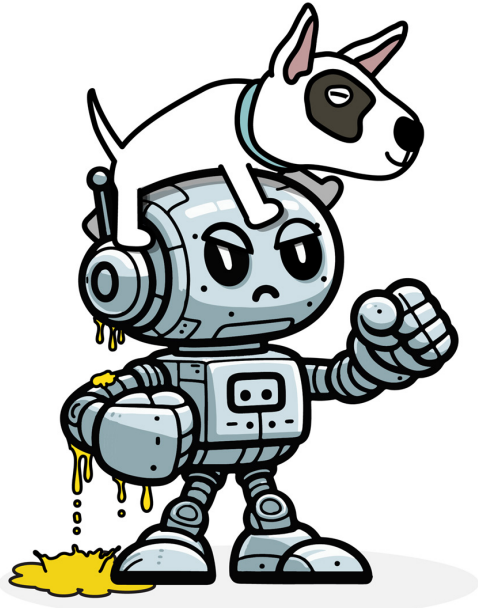
I'm exceedingly good at what I do and my hourly rate (unlike everyone else in the current economic climate) hasn't increased since I was last on the freelance horse in 2021.

Job Description:

- 9% : Self doubt, worry and anxiety
- 4% : Admin, invoicing, accounts, paperwork, tax returns
- 3% : Procrastination, daytime TV, walking the dog
- 5% : Noodling on one of my guitars
- 3% : Project management
- 3% : Client management
- 73% : All of the work I'd been asked to do, on time and within budget

07748 606815 

fal@aleccarmichael.org 



Alec Carmichael

GRAPHIC DESIGNER

2021 – 2022

UK Design Lead at Bark Like a Big Dog

One of my repeat freelance contacts (who I originally met way back in my Gopher Systems days) offered me full-time employment. Personal circumstances at the time made this a very attractive offer, and I was happy to join her team at BLABD.

Easily the best company I've been with so far. I worked - entirely remotely - as part of a great team. I think I visited the Basingstoke office three times overall, and one of those was for the Christmas party!

In June 2023 circumstance, happenstance and a misalignment of stars caused the company to fold, hence me being here looking for a new job.

Job Description:

- 2% : Social media posts
- 3% : Animations
- 3% : Brand identity, logos and brand kits
- 1% : Content checking and proof-reading
- 5% : Wordpress theme, plugins and content installation
- 4% : Individual, group and client Zoom/Teams meetings
- 82% : All the stuff in Photoshop, Illustrator, Xara, Dimension, Animate, Premiere and Wordpress that nobody else could do...

2011 – 2021

Freelance Graphic Designer at STUFF BY FAL

For 10 years I worked from home as a freelance graphic designer. It gave me the freedom to work as and when I chose; something I still value greatly.

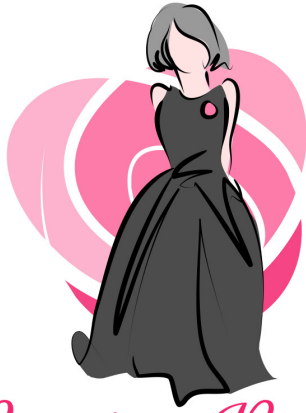
Although I have worked successfully as part of a team, I much prefer working on my own. It allows me to start early or finish late if the mood takes me. It also allows me to go and do other stuff if the creativity mojo isn't there.

I'm not a 9 to 5 guy any longer!



07748 606815

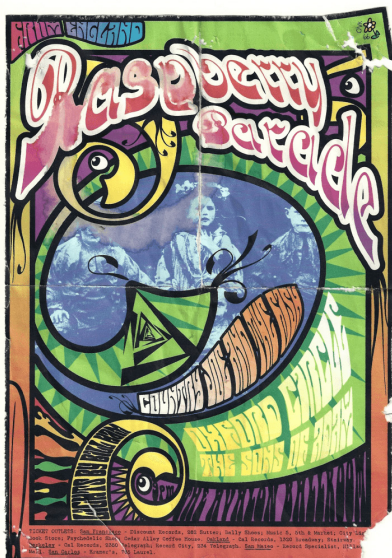
fal@aleccarmichael.org



Pewsey Belles
Ladies Choir

**Alec
Carmichael**

GRAPHIC DESIGNER



Job Description:

- 9% : Self doubt, worry and anxiety
- 4% : Admin, invoicing, accounts, paperwork, tax returns
- 3% : Procrastination, daytime TV, walking the dog
- 5% : Noodling on one of my guitars
- 3% : Project management
- 3% : Client management
- 73% : All of the work I'd been asked to do, on time and within budget

2009 – 2011

**Senior Graphic Designer at
Spiracle Dot Net / Hot Creative Media**

A small company of 5 people with no offices; everyone worked from home and - apart from the odd client meeting I had to attend - I rarely ever met anyone but the managing director. The hours weren't set in stone and I could work from anywhere, and in 2010 spent a delightful couple of weeks just north of Cognac with a laptop and...a bottle of Cognac :)

As the only member of the team with any artistic/design flair at all, everything from logo design and business card layouts to full-colour brochures and entire website overhauls were down to me.

In 2011 (following a 2-week stay in hospital) I took Spiracle Dot Net/Hot Creative Media - and its managing director Chris Vass - to an industrial tribunal to claim back the £14,811.94 owed to me by the company for unpaid wages and holiday (long story)

Although I won the tribunal and was awarded the money, I never saw a penny of it, as Mr. Vass had the legal convenience of Limited Liability on his side. Having let it go for the sake of my mental health and blood pressure, I was delighted to find out that he'd been found guilty of VAT fraud in 2016 and sentenced to 12 months in jail.

Karma, and all that :)

07748 606815 

fal@aleccarmichael.org 



Alec Carmichael

GRAPHIC DESIGNER



Job Description:

- 2% : External meetings with the team, managing director and/or clients
- 9% : Deciphering work briefs (some were fairly poor and lacking detail)
- 89% : All of the design and artwork you'd expect in a small web design company with many SMEs as clients.

2007 – 2009

Senior Graphic Designer at Wowi Digital

In retrospect, the only good thing about this job was my colleague (and now long-time friend) Paul Paradise.

It was a rigid 9 till 5.30 environment where working from home for any reason was severely frowned upon; if you arrived at 09:03 you were expected to stay until 17:33. This backfired on numerous occasions; when asked to stay on at the end of the day for 10 minutes to finish a job, the answer would invariably be "I'm only contracted till 5:30. I'll do it tomorrow"

Not a healthy or enjoyable working environment at all.

Whilst at Wowi Digital I worked on a vast number of disparate projects ranging from corporate intranets (for the likes of Mobil 1) through to credit-crunch-inspired house competitions and a Flash-based virtual march for Dr.Hadwen's Trust (the celebrity marchers I designed for this were so good, apparently, that Ricky Gervais used his for a long time on his website, and word got back to me that Brian May was very impressed with his!)

As well as the more usual web projects (of which there were lots) I also did a bit of basic video editing, a lot of corporate branding, some designs for large advertising hoardings and designed brochures, logos, letterheads, business cards and posters.

Over the course of one weekend, I decorated the office from top to bottom and was also the company first aider, indoor gardener and health and safety officer.

07748 606815 

fal@aleccarmichael.org 



Alec Carmichael

GRAPHIC DESIGNER



RENA'S PROMISE
A FOUNDATION FOR A WORLD WITHOUT HATE.

In 2009 I was abruptly made redundant. I was given 10 minutes' notice and a further 10 minutes to clear my desk of all personal items and leave the building. Paul Paradise - who was the head of the coding section - was given his marching orders on the same day.

Apparently, the boss thought he could do without us and do our jobs himself, thus saving him a fair bit of money each month. Turns out he couldn't, and the company went bust 3 months later :)

Job Description:

- 10% : Meetings...Most of which were pointless.
- 5% : Having to deal with Shower-in-a-Can-Man, the World's most useless project manager.
- 85% : All of the design and artwork you'd expect in a small web design company with many SMEs as clients.

2001 – 2007

Senior Graphic Designer at Gopher Systems Ltd

In 2001, Gopher Systems was a one-man operation, responsible for a small number of small websites, all of which desperately needed some TLC (to be polite!) I almost didn't contact the owner, Neil, as I presumed, he wouldn't be able to hire anyone. However, I did, and, to my pleasant surprise, he took me on almost instantly, and on a decent wage too. For a while it was just the two of us: The owner/MD/salesman/account manager/project manager/ accountant/chief cook and bottle-washer Neil, and me. By 2003 we'd grown, more people had joined the company, and we'd moved to a proper office. Our client base had expanded, as had the services we could offer now we had specialists in place and Neil wasn't juggling a hundred hats every day.

07748 606815 

fal@aleccarmichael.org 



Alec Carmichael

GRAPHIC DESIGNER



Whilst at Gopher Systems I worked on hundreds of website development and print projects. I not only worked on graphic design projects for our clients, but I was contracted out to work on website design projects for many marketing & PR agencies, as well as other website design companies who had the skill to do the coding in-house, but no in-house graphic designer. The design budgets on all these projects ranged from just a few hours or days work, to spanning several years of ongoing development.

Bad luck, unforeseen events, cashflow problems and various other stumbling blocks caused Gopher Systems to go into liquidation in 2007. Neil could quite easily have written everything off whilst hiding behind Limited Liability, but he didn't. He's a decent and honourable man. He took it upon himself to gradually pay all of Gopher's creditors out of his own pocket, even when not legally obliged to do so. It took him many years.

These days he's the owner and chief photographer at [Moore Photographics](#). Check him out. His work's very good!

One of our old clients ended up using my freelance services many times between 2011 and 2021 and ended up offering me a full-time job in 2021. I guess I must have done something right :)

Job Description:

- 11% : Turning Neil's meeting notes into something usable and workable
- 5% : Playing Commandos 2 and Fallout Tactics when Neil was out :)
- 19% : Working on outsourced projects away from the office
- 65% : All of the design and artwork you'd expect in a small web design company with many SMEs as clients.

1996 – 2001

Artistic Director at Shift F7 Design Ltd

Following my departure from [NAME REDACTED] I invested half of my redundancy money in starting up a web design company with a friend of mine. We didn't really know what we were doing when we blagged our way into the newly opened "Internet Shop" in town and asked if they needed a "web design team".

07748 606815 

fal@aleccarmichael.org



Alec Carmichael

GRAPHIC DESIGNER

Slow summer sales?
We've got a ray of sunshine for you!



PARTNERSHIP
INVOICE FINANCE

Making growth happen.

Mike had some very basic knowledge of html, and I'd just graduated from DPaint on an Amiga 500 to a cracked copy of Corel Draw 4 on Windows 3.1. I suppose we were pioneers of the budding Internet age!

To cut a long story short, in 5 years we'd grown the company to include Mike's father and older brother as equal-share directors along with 30+ employees spread over four separate offices in Marlborough.

As Artistic Director at Shift-F7 my role primarily involved managing my team of designers and working on our larger corporate clients; a few of whom you may be familiar with:

- Eagle Star International Life
- Scudder Threadneedle
- Sunlife of Canada
- Zurich Investments
- Financial Times
- Royal Air Force Benevolent Fund
- Royal International Air Tattoo
- Dalgety
- IFX
- Zetters
- Swindon Borough Council
- Intel

Thanks to two rather large corporations not paying their rather large invoices on time, we were unable to pay everyone and ended up going into liquidation in 2001.

Whilst very upsetting at the time (informing people you know and love they're being made redundant is a truly horrible experience; I wouldn't recommend it) Shift-F7's liquidation was – on a personal and selfish level – a welcome release. It had grown far too big for my liking, was far too faceless and corporate, and I'd long since lost any joy in it.

Job Description:

- 15% : Directors meetings
- 15% : Full company meetings
- 15% : Meetings about meetings (I kid you not)
- 15% : Preliminary pre-meetings concerning forthcoming meetings about meetings
- 15% : Meetings with clients
- 25% : Some actual work.

07748 606815 

fal@aleccarmichael.org



Alec Carmichael

GRAPHIC DESIGNER



1986 – 1995

Can't Say at [NAME REDACTED]

Official Secrets Act tho'...

OTHER STUFF

2017 - Present

Childminding Assistant at Karen Carmichael Childminding

When my wife started child-minding at home it made sense for me to become a registered child-minding assistant. It means I can legally be left in charge of the children for up to two hours at a time and have the knowledge and training to be able to look after and care for them properly and safely.

It also allows me to play with sand and Playdough, although not at the same time. Obvs.

Qualifications:

- Up-to-date paediatric first aid certificate
- Enhanced DBS checked. Rolling update service
- Safeguarding training

1996 - Present

Guitarist in Pants

Guitarist and founder member of Pants, a ridiculous covers band that takes perfectly reasonable - if somewhat cheesy - songs and adds a bit of artillery to them. If they were dead, Björn and Benny would be spinning in their graves, as would Take That, Tom Jones, Cliff Richard, Boney M and a multitude of others.

Cobbled together from various old and surplus parts of New Model Army, The Damned and The Lurkers, we've been wilfully and gleefully coshing other people's songs over the head since 1996.

07748 606815 

fal@aleccarmichael.org



Alec Carmichael

GRAPHIC DESIGNER



RELEVANT SKILLS

Graphic design

- Logo design
- Branding
- UX/UI design
- Illustration
- Animation
- TyPograpHy
- Print design
- Brochure design
- Poster design
- T-Shirt design
- CD and vinyl artwork and layouts
- Social media posts and campaigns
- Boring stuff and donkey work
- Fun and exciting stuff
- Other stuff not listed here

Web design

- Most things Wordpress
- Basic CSS out of necessity
- Basic HTML out of necessity
- Cross browser / cross platform testing
- Content checking / population
- Proof-reading (It's been a lifelong passion/curse)
- Grammar Nazi (If theirs the wrong too, your for it)

All sorts of software

- Adobe Photoshop
- Adobe Illustrator
- Adobe Animate
- Adobe Premiere/Rush
- Adobe Dimension
- Adobe Express
- Adobe Neo
- CorelDraw/Photopaint
- Xara
- Microsoft Word
- Canva
- Anything else that'll get the job done

LINKS

[My website at aleccarmichael.org](http://aleccarmichael.org)

[My portfolio on Adobe.com](https://www.adobe.com/uk/creativecloud/portfolio/aleccarmichael.html)

[My shop on Teemill](https://www.teemill.com/aleccarmichael)

[Photography on Instagram](https://www.instagram.com/aleccarmichael)

07748 606815 

fal@aleccarmichael.org