

Richard Coan

Graphic Designer | Branding | Digital & Print

Chester, UK | info@richardcoandesign.co.uk | 07976422269 | [Portfolio link](#)

Creative and versatile Graphic Designer with extensive experience delivering impactful branding, digital, and print materials. Skilled in concept development and art direction, with a solid understanding of marketing strategies and an interest in integrating AI technologies into work flows. A collaborative team player who thrives on developing creative ideas into outstanding results.

Core Skills

- Branding: Visual identities, brand guidelines, strategic vision
- Print Design: Brochures, magazines, packaging, signage
- Digital Design: Websites (WordPress), social media copywriting, content creation and scheduling, email marketing (Mailchimp)
- Concept Development: Campaign ideas, advertising, marketing strategy ideas

Technical Tools

- Adobe InDesign, Photoshop, Illustrator, Premiere Pro, Firefly, Adobe Express, Canva
- Marketing: Copywriting, email campaigns, social media strategy

Professional Experience

Freelance Designer

Richard Coan Design | Chester, UK | 2002 – Present

- Developed and implemented brand identities, vision, and mission statements for a diverse client base.
- Delivered creative assets across print and digital: brochures, websites, signage, book jackets, social media, photography, and email marketing.
- Increased client engagement through strategic social media and targeted campaigns.
- Integrated AI technologies (e.g., Adobe Firefly) to streamline creative processes.
- Collaborated closely with client to align designs with marketing strategies and sales goals.
- Managed projects end-to-end, from initial concept to final artwork and delivery.

Lead Creative & Partner

The Clear Partnership (Design Agency) | Chester, UK | 2000 – 2002

- Co-founded the agency and developed creative concepts, advertising campaigns, and client brand collateral.
- Managed key accounts, leading client presentations and project delivery.
- Directed design and production teams, ensuring creative consistency across all outputs.

Art Director

The Sequoia Group (Design & Advertising Agency) | Chester, UK | 1996 – 1999

- Concepting, design, branding, advertising, and marketing materials.
- Established the agency's creative team alongside the Creative Director.
- Art-directed photo shoots and commissioned illustrators to elevate client campaigns.
- Clients included DFS, Bank of Scotland, SHS Packaging, and GB Digital.

Graphic Designer

Coleman Creative (Design & Advertising Agency) | Manchester, UK | 1994 – 1995

Designed and visualised packaging and promotional materials for diverse clients.

Junior Designer

The Advertising and Design Company | Manchester, UK | 1991 – 1993

- Created artwork and visualised promotional campaigns, including packaging design.
- Clients: Co-op Wines, Ingersoll-Rand, SMEs.

Other Creative Roles

Creative Director (Part-Time)

Wace Chester CIC Activity Space (The Old Chapel Cafe) | Flintshire, Wales | 2017 – 2024

- Worked with the team to instigate the project as a space where local people could be themselves, play a part, and make a difference in their own community. Including an activity space and cafe.
- Developed brand identity, marketing materials, bilingual web elements, and social campaigns.
- Designed and delivered a programme of creative activities including music, arts, and community engagement.
- Spearheaded the 'Ideas Clinic' initiative to mentor and enable new community-led projects.

Lead Creative: 'Tell Us Your Story' Project (Part-Time)

Acts Charity | Flintshire, Wales | 2021 – 2022

- Designed project branding, website, and marketing materials.
- Collected and transformed 25+ life stories into creative outputs including music, poetry, and visual art.

Lead Creative: Light College (Part Time)

Chester, UK | 2000 – 2024

- Created marketing materials
- Collaborated with students and mentoring them to develop creative evangelism projects.

Education

HND Visual Communications
Sheffield, UK | 1987 – 1989

Professional Development & Certifications

Certified Digital Marketing Professional (DMI)
– Digital Marketing Institute | 2021

Development Trust Association Wales (DTA
Wales) Registered Programme Mentor | 2023
DTA Wales Disability Webinar Certification |
2023

DTA Wales Active Listening Certification |
2022

Personal Projects

Music & Arts: Founder of We Are Humanz
music project (composing & recording – Logic
Pro, GarageBand)

Community Arts: Art Trail creation at The Old
Chapel Cafe and Activity Centre

Interests

Songwriting, spoken word, tennis, golf,
photography.