

Frantisek (Fero) Krivda

WORK EXPERIENCE

- FEBRUARY 2022 - PRESENT / TALKING TABLES
Artworker & Packaging Technologist
5, 20 Union Court, London, SW4 6JP, UK



My role at Talking Tables consists of creating highest quality packaging artwork possible, improving artwork processes, creating/amending cutter guides, completing Quality Control procedures after other artworkers, solving print quality issues with print suppliers (Europe and Asia), solving artwork quality issues with internal and external stakeholders, implementing an artwork content management system (for annotations and approval), introduced an artwork filing system.

- MARCH 2018 - JANUARY 2022 / COLART
Senior Packaging Artworker / Artwork Project Manager
The Studio Building, 21 Evesham St, London, W11 4AJ, UK



Producing packaging / large format / POS / digital artwork and managing artwork projects for a leading arts material manufacturing company within an in-house AW team (Brands included Winsor & Newton / Liquitex / Lefranc Bourgeois / Conte a Paris / Snazaroo). **Key skills:** excellent knowledge of Adobe CC applications / contacting internal & external stakeholders to collect information for aw briefs, solving artwork and print production issues / implementing artwork automation software and scripts / retouching / improving artwork quality and printability

- MAY 2016 - FEBRUARY 2018 / FK WORKS
Freelance Digital / Creative / Technical Artworker
London (different locations), UK



Freelance creative artwork production across different sectors (packaging / POS / brochures / large format / digital banners / any other marketing collateral). **Key skills:** Adobe Creative Suite CC / extensive print production knowledge / typesetting / retouching / pre-press artwork problem solving / attention to detail / focus on technically correct artwork and productivity

- MAY 2013 - MAY 2016 / BLUEPRINT (MPS)
Mid-Weight Artworker
Unit 3, The Yard, 122 East Road, London, N1 6FB, UK



Produced packaging & large format artwork collateral mostly for home entertainment sector within a team of artworkers and account managers for well-known international brands (Warner Brothers / HBO / Universal / Microsoft / Sony / Nintendo). **Key skills:** Adobe Creative Suite (5 / 6 / CC) / Adobe Acrobat / pre-press related problem solving / project management / typesetting / retouching / color profile management

- OCT 2009 - JAN 2013 / LONDON SCHOOL OF ECONOMICS & POLITICAL SCIENCE
Reprographics Operator
Houghton Street, London, WC2A 2AE, UK



Worked within a Reprographics department providing printing, copying & print finishing services while studying a BA Print Management full-time degree course at LCC / UAL. **Key skills:** digital printing / scanning / copying / time management / booklet making / laminating / customer service

- AUG 2001 - SEP 2009 / PONT S.R.O.
Print Operator / Finisher / Plate-maker / Graphic Designer
Sena 171, 044 58, SK



Worked as printing press operator, print finisher, graphic designer within a commercial print & publishing company where I have developed an understanding of a printing business. **Key skills:** operating litho & digital printing presses (1, 2 & 4 colour - Heidelberg / Xerox) / graphic design / attention for detail & quality / colour proofing / customer service / print finishing methods as trimming / binding / creasing / collating / stitching / laminating

TECHNICAL SKILLS

- Print & Artwork production / Packaging Technology
 - high quality design & artwork creation, adaptation and amendments (typesetting / retouching / spot channel creation / vector paths / bitmap creation / cutter guide creation & adjustments / creating special finishes - spot white, matte, spot varnish, emboss, deboss), brand guideline updates,
 - managing the packaging artwork process to ensure that all packaging artwork is technically correct and meets the required quality standards
 - implementing artwork automation software and using scripts for reducing time on repetitive tasks
 - artwork quality control procedures - file preflights / high resolution PDFs production for digital proof print-outs / consumer focused approach
 - 3D mockup creation / hands on print production experience / operating different types of printing equipment / print production problem solving
 - conducting technical reviews of packaging materials, including materials specifications, supplier capabilities
 - collaborating with cross-functional teams to develop packaging solutions that meet the needs of the business, including cost, sustainability, and functional requirements / keeping up to date with industry trends and best practices in packaging technology and materials

Adobe Photoshop ●●●●○

HTML ●●●○○

Mac OS X ●●●●●

Adobe InDesign ●●●●○

CSS ●●●○○

Windows OS ●●●●○

Adobe Illustrator ●●●●●

Java Script ●●○○○

Microsoft Office ●●●●●

Cinema 4D ●●○○○

Monday.com ●●●●○

EDUCATION

- SEP 2010 - JUN 2013 / UNIVERSITY OF THE ARTS LONDON / LONDON COLLEGE OF COMMUNICATION
Bachelor of Arts 1st Class Honours Degree in Print Media Management
Elephant & Castle, London, SE1 6SB, UK, tel.: +44 207 514 6934
developed skills: print production (pre-press, press, post-press) / project management / resource management / environmental management / quality control procedures / marketing techniques / CTP training (Heidelberg) / ink and paper testing / web production methods / final year major project - examined the potential of digital signage deployment for large format print companies
- SEP 1994 - JUN 1998 / HIGHER SCHOOL OF MECHANICAL ENGINEERING
Finished with a certificated leaving examination
Komenskeho 2, Kosice, 040 58, SK, tel.: +421 55 622 88 75-76
developed skills: design and construction of transport mechanisms and car components / mechanics / mathematics / technical & analytical thinking

COURSES & CERTIFICATES

- MAY 2023 - B Corp 101 Course (B Lab) - course provides an understanding of what B Corporation certification is all about, including what it means to be an employee of a certified B Corp company.
- MAR 2023 - Packaging Design for Circular Economy Course (Products Of Change) - the course provides a grounding and framework on how to approach packaging design, specification and selection to make it more circular today and in the future as the circular economy evolves.
- JUL 2022 - MAY 2023 - Circular Economy Specialist Course (Circular Economy Institute) - thwe programme provides the most comprehensive and succinct understanding of the principles of the circular economy and how to implement the upcoming International Standards on circular economy to any type of organization.
- JUL 2022 - Circular Economy Workshop (Products Of Change) - understanding of the basic principles of the Circular Economy and how this systems-led approach to design can support a more sustainable future for consumer products.
- OCT-DEC 2015 - Advanced Web Interfaces with CSS3 and HTML5 (City University London) - all the fundamental areas of web development are covered that adheres to current industry standards and best practices.
- JAN-APR 2015 - Web design with HTML & CSS (Morley College London) - learned the basics of coding for web design, this includes HTML, CSS, JavaScript and how they fit together on the web.
- JAN 2015 - Introduction to Neuroscience & Neuromarketing (Copenhagen Business School) - this course provided me an introduction to some of the most basic methods in the emerging fields of consumer neuroscience and neuromarketing.

DRIVING LICENCES

- OCT 2008 - Categories: C, D, W1 Forklifts / High Loader Trucks (ISO 3691 and EN ISO / IEC 17024)
Licence No.: 192V / 2008, Point Extra, Žilina, SK, tel.: +421 41 723 27 69
- DEC 1997 - Categories: B1, B, AM (from 1997) Licence No.: KS-03164-04 - full clean

LANGUAGES

Czech	● ● ● ● ○
English	● ● ● ● ○
Hungarian	● ● ● ● ○
Slovakian	● ● ● ● ●