

Callum Drummond

Graphic Designer

Graphic designer with four years of experience working in agencies and in-house teams in Glasgow. I've worked on brand identities, packaging, print campaigns, and digital assets for clients including BrewDog, Scottish Ballet, and Glasgow Life. Comfortable working from brief to final artwork across print and digital, and I'm used to managing 5-8 projects at a time with tight turnarounds.

SKILLS

Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Figma • Brand Identity Design • Packaging Design • Print Production (CMYK, Pantone, Pre-press) • Typography & Layout • Social Media Asset Creation • Motion Graphics (After Effects basics)

LANGUAGES

English (native)

EXPERIENCE

Graphic Designer, Tangent Graphic, Glasgow

Sep 2023 – Present

Working in a 12-person branding and design studio on identity, packaging, and campaign work.

- Led the visual identity redesign for **Scottish Ballet's 2024/25 season** – assets used across print, digital, and outdoor media reaching an estimated 2 million impressions
- Designed packaging for **BrewDog's limited-edition 4-pack range** – 3 designs that shipped to 1,200+ retail locations
- Manage **5-8 concurrent projects** with typical turnarounds of 2-4 weeks from brief to delivery
- Mentor the junior designer on **typography, layout, and preparing press-ready files**

Junior Graphic Designer, Glasgow Life (Glasgow City Council), Glasgow

Sep 2021 – Aug 2023

In-house design role producing materials for Glasgow's museums, galleries, libraries, and events programme.

- Designed promotional materials for **Glasgow Mela, Celtic Connections, and Merchant City Festival** – print runs of 10,000-50,000 per event
- Produced **120+ social media assets per quarter** for the Glasgow Museums Instagram and Facebook channels
- Created wayfinding signage for the **Riverside Museum** refurbishment – 34 signs across 3 floors
- Standardised the **brand guidelines document** used by 8 venues across the city

EDUCATION

BA (Hons) in Communication Design, Glasgow School of Art, Glasgow

Sep 2017 – Jun 2021

First Class Honours. Degree show project on climate communication design was featured in Creative Review's graduate picks. Won the GSA Alumni Prize for visual communication.

CERTIFICATIONS

Adobe Certified Professional – InDesign, Adobe

Mar 2023 – Mar 2026

Brand Strategy Fundamentals, D&AD (online course)

Jan 2024 – Mar 2024

PROJECTS

Scottish Ballet 2024/25 Season Identity – Tangent Graphic

Mar 2024 – Aug 2024

Led the visual identity for Scottish Ballet's full season campaign.

- Created a cohesive system of **posters, programmes, digital banners, and social templates**
- Outdoor campaign ran across **Glasgow, Edinburgh, and Aberdeen** with an estimated 2 million impressions
- Client rated the project **9/10** in end-of-project feedback – highest score in the studio that quarter

Climate Communication Degree Show – Glasgow School of Art

Jan 2021 – Jun 2021

Self-directed final year project exploring how graphic design can make climate data more accessible.

- Designed a **48-page publication** translating IPCC data into infographics and data visualisations
- Featured in **Creative Review's 2021 graduate picks**
- Won the **GSA Alumni Prize** for visual communication

REFERENCES

Ross McFarlane, Creative Director, Tangent Graphic, ross@tangentgraphic.co.uk, +44 7700 900 153

Kirsty Allan, Marketing Manager, Glasgow Life, kirsty.allan@glasgowlife.org.uk, +44 7700 900 267

EXTRA CURRICULAR ACTIVITY

Committee Member – Glasgow Design Club

Jan 2023

Help organise bi-monthly design talks and portfolio review nights. Recent speakers have included designers from Pentagram, Studio Dumbar, and The Chase. Average attendance of 60 people per event.

Risograph Printing Collective – Glasgow Zine Library

Jun 2022

Member of a small collective that prints zines and art prints on a shared Risograph machine at the Glasgow Zine Library. Produced 4 personal zine editions with print runs of 50–100 copies each.