

Gavin Insley

27.01.1983

D.cipher FM, Colour, Trend and Design Consultancy – Designer August 2005 – Present.

D.cipher fm (www.dcipherfm.com) produces bi-annual colour trend forecasting books along with quarterly reports for Textile View magazine, trend consultation for prominent high street retail companies including Ben Sherman, Peacocks and New Look, design consultancy and buying plan packages.

I joined d.cipher fm as a freelance illustrator in 2005, and was soon employed as a full-time freelance designer. Over the last four years my responsibilities have increased dramatically, due to my passion for design and strong work ethic. My role in the company has developed into one of d.cipher fm's main designers and within the last 3 months, the director of its men's trend books.

My various roles include:

- **Curating the menswear trend books** – *Earlier this year I was asked to take on the roll as the curator of the menswear trend book's, this promotion involves me directing the book from the research stages through to its completion whilst managing staff and working to tight deadlines.*
- **Producing Illustrations for the colour trend book and Textile View reports.**
- **Graphic design and layouts of colour trend book and various projects for individual clients.**
- **Web design – dcipherfm.com**
- **Creating a bi-annual presentation for d.cipher fm and various other clients including Volvo.** These presentations are shown in many countries around the world including Sweden, Australia, New York and London.
- **Researching and identifying key trends in colour, graphics, textiles and garment shapes through shop and street reports, visits to international trade-shows (including Bread and Butter Barcelona and Premier Vision) and in-depth historical and cultural research.**
- **Representing the company at our Premiere Vision Paris stand and book presentation meetings with potential clients**
- **Creating key garment details combining 3D sampling and computer-based illustration, print and graphics design**

Previous Employers:

Ravensbourne College of Design and Communication September 2005 – July 2005 Screen Print Technician

BBC - April 2004 - Wardrobe Assistant

Opera Ghost Productions - June 2003 – September 2003 - Costume Design Assistant

Tesco - January 2003 – April 2003 - Menswear Design Assistant (Work Placement)

Education: BA Fashion and Textile Design - Ravensbourne College of Design and Communication. 2002 - 2005

ND Foundation Art and Design - Mid Cheshire College

BTEC ND Fashion Design - Mid Cheshire College

Skills: Photoshop, Illustrator, Indesign, Dreamweaver, Wordpress, HTML, CSS, Golive, Adobe Acrobat, Power Point, trend research and colour prediction, hand Drawing