



Name **Simon Lance Herman**

PROFILE

I have over 15 years industry experience of working on creative projects from concept to print ready artwork. I'm an award winning and extremely loyal senior designer. I'm based in Stoke-on-Trent looking for **permanent and freelance design** opportunities in the Staffordshire and Cheshire areas. I'm a conscientious and dedicated person who works seamlessly in a creative team environment or on my own initiative. I'm accustomed to our industries pressures and deadlines and believe that I have a lot to offer to a professional design agency.

EMPLOYMENT & RESPONSIBILITIES

1999-2009

Sequoia – Graphic Designer / Creative Artworker / Technical Support

Through out the 10 years at Sequoia I had serviced many clients such as Oddbins, Virgin Media, Comet, Co-op, HBOS, Focus GrowHow, Ralawise and many more. My position as graphic designer also entailed creative artwork, illustration, retouching and 3D visualising. I worked alongside copywriters, creative/advertising directors, photographers and printers. Examples of projects I've worked on range from design, advertising, email marketing, POS, brochure, catalogues, exhibition, logo design and rebranding.

Everyday tasks were creating and mounting presentation boards, crafting accurate clean mockups, general technical support of which I created a position for a full time assistant to step in, studio upkeep and printer maintenance.

1997-1999

RAS – Graphic Designer / Creative Artworker

1996-1997

WAA Wilson Associates – Graphic Designer / Creative Artworker

1994-1996

Unicorn Corporate Communications – Graphic Designer / Creative Artworker

CLIENT EXAMPLES

Virgin and Microsoft

Developing a high street presence for Virgin Mega Store London. Creating in-store and window display graphics for newly released CDs, DVDs, Games or Theatrical Events. From banners, till displays, posters, stair facias to multi-layered window displays.

Comet

From concept to finished item I was responsible for creating new in-store product displays to complement Comet's corporate feel. Using 3D visuals to show realism to the client and create clear build instructions for the manufacturer.

The Co-operative

To service the 6 sectors of the Co-op, Bank, Travel, Food etc. Produced concepts mounted for presentation for seasonal or event led promotions. Source imagery and follow corporate guide lines for each sector. Food photography retouching and create stylised themed illustrations relevant to the promotion.

AWARDS

2002

Roses Awards – Best Use of Illustration

2005

Chip Shop Awards – Best Use of A5 Window Postcard Space

2008

Chip Shop Awards – Best Use of a Global Brand You Haven't a Hope of Winning

TOP 5 SOFTWARE

- Adobe CS3 Illustrator
- Adobe CS3 Photoshop
- Adobe CS3 Indesign
- Quark Xpress 7
- Maxon Cinema 4D 10

EDUCATION

HND	Graphic Design	Distinction
OND	Graphic Design	Pass
GCSE	5 Passes	C

DETAILS

Address	42 Blackbird Way, Packmoor, Stoke-on-Trent, Staffordshire ST7 4GA
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Date of Birth	18 June 1972
Marital Status	Married (no children)
Driving Licence	Full Clean