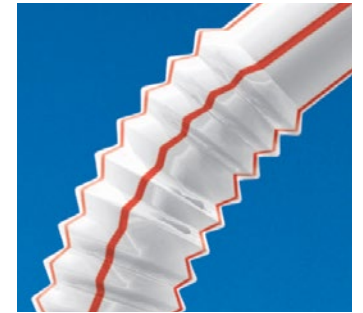
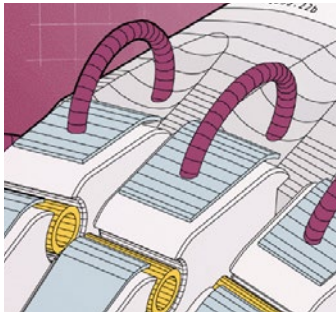




Welcome, thank you for your interest!





- Design
- Artwork
- Visualisation

Profile

I have over 20 years industry experience of working on creative projects from concept to print or digital online email and web use. I'm an award winning and extremely loyal senior designer. I'm looking for **freelance or permanent artwork & design** opportunities. 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

2009-Present	Freelance – Freelance Graphic Designer / Creative Artworker
1999-2009	Sequoia – Graphic Designer / Creative Artworker / Technical Support
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 & Microsoft | • Comet | • The Co-operative | • Enjoy Staffordshire |
| • Bostik | • ExtraCare | • SnowDome | • Arco |

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 6 software

- | | | |
|------------------------|------------------------|-----------------------|
| • Adobe CC Illustrator | • Adobe CC Dreamweaver | • Maxon Cinema 4D R15 |
| • Adobe CC Indesign | • Adobe CC Photoshop | |

Education

HND	Graphic Design - Distinction
OND	Graphic Design - Pass

Details

Name	Simon Herman
Location	Denbighshire, North Wales
Telephone	Mobile 07746 511881
Website	www.simonherman.co.uk

Enjoy Staffordshire

Follow the Pugin Trail
and experience the finest
examples of Victorian Gothic
Architecture.

© HCL 2014



Weston Park

Promotional brochure
for family days out at
Weston Park.

© HCL 2014



Staffordshire

Supporting businesses of Staffordshire dedicated to helping to conserve and enhance the natural beauty of Staffordshire. Participating businesses can be awarded with the Staffordshire Environmental Quality Mark (SEQM).

© HCL 2014



Weston Park

The perfect meeting or conference venue, wedding venue, family day out, or fine dining in Shropshire and Staffordshire.

© HCL 2014

**Promotional brochure
focusing on your exclusive
experience featuring Inspiring
photography and historic facts**



SnowDome

Christmas party nights mailer.

© HCL 2014



20:20 mobile

Accessories Guide for the
largest European distributor
of mobile phones products.

© 20:20 mobile 2014



Accessories Guide

Trade Direct Catalogue
promoting safety clothing
including workwear, footwear,
weatherwear and accessories.

© HCL 2014

Autumn/Winter 2012

arco

TRADE DIRECT

GREAT DEALS ON AUTUMN AND WINTER WORKWEAR

Trojan Pursuit Jacket
List Price ~~£36.69~~
Now Only **£29.99**

Arco Van and Truck First Aid Kit
List Price ~~£17.71~~
Now Only **£8.50**

Rigger Boot
Leather with Steel Toe Cap
List Price ~~£34.02~~
Now Only **£24.99**

More or online at www.arcotradedirect.co.uk

Trojan Multi-Pocket Tradesman Trousers
Versatile, hard-wearing multi-pocket tradesman trousers which can be used with Trojan kneepads. (BM1000).

- Double-stitched in stress areas.
- Cordura® hem to prolong life of garment.
- Cordura® reinforced pockets.
- Cordura® holster pockets (can be tucked away).
- Cordura® phone pocket.
- Multi-fastening multi-purpose pockets.
- Two hip and one side rule pocket.
- Hammer loop.

Waist sizes
Regular: (31" inside leg: 30" - 44")
Tall: (33" inside leg: 32" - 42")
Code: Black/Grey 814200, Navy/Black 814200, Grey/Black 814800

Trojan Multi-Pocket Craftsman Trousers
Hard wearing multi-pocket craftsman trousers suitable for all trades. Featuring Cordura detailing to add durability and strength. Can be used with Trojan Kneepads - BM1000.

- Double stitched in stress areas.
- Cordura hem to prolong life of garment.
- Cordura reinforced knee pad.
- Extended length Cordura reinforced knee pockets (can be tucked away).
- Cordura holster pockets.
- Cordura phone pocket.
- Multi-fastening multi-purpose pockets.
- Two hip and one side rule pocket.
- One open for easy access.
- Shirt gripper waist band.

Waist sizes
Regular: (31" inside leg: 30" - 44")
Tall: (33" inside leg: 32" - 42")
Code: Grey 2613200, Grey 2613300

Arco Polo Shirt
Short to keep you feeling with moisture control.

List Price ~~£12.68~~
Trade Direct Price **£9.99**

Black 2618200, Grey 2618300

Trojan Trail Soft-Shell Jacket
A functional lightweight jacket which not only keeps you warm but is also water repellent and breathable.

- Contrast sleeve panel with rubber cuff adjuster.
- Waterproof zip with internal storm flap.
- Chest, sleeve and hem pockets with waterproof zips.

Sizes: S - XXXL
Codes: Black/Grey 1018600, Navy/Black 1018700

List Price ~~£26.69~~
Trade Direct Price **£20.50**

Wardell Armstrong

Engineering, Environmental
and Mining consultancy.
Initial visual proposal only.

© HCL 2014



Kiddimoto

Bike placed high,
single & double sided FSDU

Exploring new materials such
as Re-Board and lightweight
PVC wood effect slat wall.

Also an alternative powder
coated metal frame structure
with wooden slat wall.



Modular FSDU



Comet

3D visualisations of instore gondola end display units. Designed to highlight product innovation in vision products and technical innovation in hand held products.

Star shapes were suggested to tie in with Comet's logo and brand colours.

Production work at the time was being tendered for.

**Multi media
demonstration station**



Comet

Multi media
demonstration station
and TV sale display



Smart Living

Package design and 3D visuals for the Smart Living Homehub Security Pack.



Wedding Tables

Package design and 3D visuals for an FSDU and Counter Top POS to display wedding decoration products.



Hayley Conferences

3D and photoshop illustration was needed for this summertime lolly DM to promote a cool offer of 2 for 1 delegate rates at Hayley Conference Centre venues.



Lolly 2 for 1 offer mailer

Hilti Tools

To promote Hilti’s exclusive customer day we proposed various events such as, win a holiday, free mini valet, tool demonstrations and a tool protection system test.

Choosing the main holiday prize to back up the promotion I composed the following famous landmarks from Hilti tools, consumables and parts.

Three poster set





**Save up to 5p
on juice this
Summer**

**Co-op Fuel Deal
Fill up today!**

2p off per litre of fuel*
when you spend £15 in store

3p off per litre of fuel*
when you spend £20 in store

5p off per litre of fuel*
when you spend £25 in store

*Terms and conditions apply, see instore leaflet for details.

We go further
so you don't have to



The Co-operative



Pharmacy stop smoking campaign with 3D cigarette chains

Brandon Tool Hire

Brand new store openings.



48 sheet and bus
shelter posters

Brandon Tool Hire

Campaign Win a truck to encourage new customers and build a strong brand awareness.



Data capture campaign

DM Valentine 'We miss you' mailer to breath new life into existing customers lapsed accounts and create new orders.



Valentine mailer

Brandon Tool Hire

Designed a fresh, easy to follow product hire catalogue featuring numerous product sections and pricing details, also featuring styled photography spreads for their new item ranges.



New catalogue

Mann & Overton + Proximo

An advertising campaign for Mann & Overton in association with Proximo who insure London taxi drivers in non-fault accidents. Ensuring the drivers get straight back on the road.

Both design routes feature London, one being slick and romanticised to reflect the VIP treatment they would receive, and the other in a screenprint underground poster style



To us the VIP has always been in the front seat

Chances are, during your life on the road, you've had a famous face or two sitting in the back of the cab. Yet for us, you are always the most important person. If you've been involved in a non-fault accident you can be confident that we will do everything we can to get you back on the road quickly and efficiently.

Mann & Overton will provide you with a replacement licensed vehicle via our approved suppliers, Proximo. Together we ensure you are able to keep working while we manage and co-ordinate your repair and claim against the at-fault party.

Call or drop into Mann & Overton today and get the VIP treatment you deserve...

0871 474 0836
www.mannandoverton.com
39-41 Brewery Road, Islington, London N7 9QH.

LTI
Mann & Overton

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in association with
proximo
forward thinking



What happens if the wheels come off?

When you spend your life on the road, it's almost inevitable that an accident will occur at some time. At Proximo, we're dedicated to offering specialist accident insurance cover for public and private hire vehicles.

So, should the worst happen and the wheels come off your world, we'll do our best to get you back on the road as quickly as possible. Contact us today and be prepared for what's round the corner.

0870 777 0266
www.proximo.co.uk

proximo
forward thinking

TMB Mortgage Business

Business Development Managers are notoriously busy, so we needed to communicate a TMB service in a way that was instant and memorable.

In flew the 'Superheroes' campaign transforming a TMB member of staff into comic book style characters with a task – to save brokers time and money when sourcing new products on behalf of clients. Press, online and e-marketing were utilised.

'Speedy girl' was one of a set of three cartoon action hero based promotions

For the use of mortgage intermediaries and other professionals only.

SPEED YOUR WAY TO...

90% LTV

FOR FULL PRODUCT INFORMATION PLEASE CALL 08457 253 253* MONDAY - FRIDAY, 8AM - 6PM

www.t-m-b.co.uk

UP TO 90% LTV ON MULTI HOUSE 2 HOUSE AND SELF-CERT

TMB The Mortgage Business

*TMB has all lenders and not a member of it's group. The group of calls from other telephone companies will vary. If you do not have professional experience, you should not rely on the information contained in this communication. If you are a professional and you require any part of the information contained in this communication, to be sent solely to other professional clients, you must ensure it complies with the financial services industry's advertising and sales rules. The Mortgage Business plc, registered office: 100, Queen's Road, London, W1 3AA. Registered in England and Wales, No 1001217. (2010)



Virgin Media

From my 3D design came Virgin's multimedia FSDU promoting TV, Broadband, Mobile and Phone bundles. The design was manufactured and installed in over 250 stores.

3D visual with actual finished stand



Virgin Media

We designed and had dressed Virgin Megastore windows on Piccadilly, Oxford and Regent Street. With limited imagery and lots of photoshop work we produced anything from large format backdrops, vinyls, lighting to 3D models and banners.

Multi level window display with 3D eyes



Bostik

A Christmas time reminder to the building trade. Bostik wanted to reassure their old faithful customers that they still have a choice of either the original ScreedMaster 2 or the NEW ScreedMaster 2.

Achieved using Cinema 4D and Photoshop.



Corus

A campaign to illustrate that Corus Colourcoat® products like Celestia® and HPS200® are 'Perfect Partners' to complement your steel building.

Huge models were made of a knife & fork, hot & cold taps, rings and salt & pepper pot. This enhanced the visual detail in the Finnish of the Scintilla® emboss coatings.

Colour swatches, calendar, advent calendar and information packs



Roses Design Awards Best use of Illustration 2002

Self promotional brochure for a design agency. Designed and illustrated by myself and a colleague. Based upon the form of a 'Robot', unfaltering, relentless and highly productive.

It's body parts related to various departments of the company i.e.
'Head' – Management
'Hand' – Production
'Heart' – Creative

Robot illustrations depicting marketing & design departments using 3D software, Illustrator and Photoshop

