

Simon Sharville Graphic Design

An experienced, London-based, freelance senior graphic designer and front-end developer with a flair for typography and a strong background in branding, publishing and corporate design. As a designer for both print and web I can deliver a complete project from first concept through to final publication.

www.simonsharville.co.uk

March 2004 – Present

Freelance

Designing and creating a large selection of print and web projects for such clients as:

Association of Illustrators : Images year book & various publications.

Bloomsbury : Understanding Illustration book.

Clinical Sciences Centre : Brochure design.

iPushPull : Website design and graphics.

Rufus Leonard : Print & brochure campaigns for Bank of Scotland.

SARD : Online appraisal system - UI design and front-end build.

Wildstone Outdoor Media : Branding, identity and website design.

WWAV RAPP Collins : Sony POS, NSPCC publications and direct marketing.

Also spells at **BMT**, **BDG McColl**, **John Brown Citrus**, **Ogilvy**, **Table 19**, **WDMP**.

February 2001 – March 2004

Debenhams : London : Creative Designer

Designing and evolving a new brand from initial concepts to implementation.

Setting and communicating new brand standards for both external and internal markets.

Co-leading a team responsible for designing all visual aspects of the company including instore material, tickets, signage, posters, advertisements, photography, POS, restaurant & cafe rebranding and seasonal campaigns. Creatively approving artwork as well as liaising with external agencies.

May 1998 – February 2001

London and Hamburg : Freelance

As a freelancer in London and Hamburg I was commissioned for various design agencies and personal clients. The work was varied ranging from the catalogue and posters for the **Hamburg Short Film Festival**, various packaging and print work to web design.

March 1995 – May 1998

Image Audit Design Consultants : London : Senior Designer

Designing a wide range of packaging, wine labels and home brand products. Directing photo shoots and illustration. Overseeing the redesign and implementation of **Happy Shopper** branding.

March 1991 – March 1994

TV Spielfilm / Cinema Verlag : Hamburg : Graphic Designer

Worked as a designer/artworker on **TV Spielfilm** and **Cinema** magazines, major German fortnightly and monthly film based magazines. Also contributed to some of the No Budget film festival catalogues and promotional material.

1982 – 1991

Laker Sharville Design Associates : London : Graphic Designer

Working with line and airbrush illustration, design, layout, typography, finished artwork and presentation both conventionally and using Apple Macs. Project work included retail design, packaging, sales literature, newsletters, advertising, annual reports, technical manuals, corporate literature, catalogues and identity systems.

1979 – 1982

Bill Mariner Associates : London : Trainee Graphic Artist

Completed an apprenticeship as a Graphic Artist. Working as a general trainee, learning finished artwork, line and airbrush illustration.

INDESIGN • PHOTOSHOP • ILLUSTRATOR • HTML • CSS/SCSS • BOOTSTRAP • FLEXBOX

PRINT DESIGN • WEB DESIGN • FRONT-END DEVELOPMENT • CREATIVE ARTWORK • TYPOGRAPHY • BOOK DESIGN • BRANDING • BROCHURES • DIRECT MARKETING • ILLUSTRATION • MAGAZINES • PACKAGING • RETAIL DESIGN

42 Wakefield Gardens, London SE19 2NR | 0777 594 0663 | design@simonsharville.co.uk | www.simonsharville.co.uk