



Simon Beer, Graphic Designer.

beerbubbles.com

## PROFILE

My focus is always on one simple idea, that looks appealing and communicates well. To find a good solution, the key is to ask the right question... through relevant research. My career began with Packaging, POS and Print, then Brand Identity and Web Design. Working directly with my own clients, my knowledge and skills expanded into video, DVD design and new languages for the ever-changing HTML environment, all self-taught. For over 25 years, I have taken each project from creative brief to the finished product, many delivered solo, and I am equally happy to work as part of an efficient team.

## PROFESSIONAL EXPERIENCE

**1999 - Present: Freelance**, my clients include:

**Freewheel Productions** (Award winning audio production company for BBC and major publishers)  
Digital identity and web designer for 9 years.

**Maria's Horse Trekking** (Equestrian stables in Cyprus)  
Brand identity, web, signage, marketing and print.

**Flyfishingtuition.com** (Renowned fishing instructor)  
Art director for 7 years, creating identity, web and print.

**Luce e Limoni** (Sicilian restaurant)  
Corporate identity, signage, menus, print and web.

**Ysh London** (Online fashion magazine)  
Two year contract as Art director creating all aspects of design: identity, web, marketing, print, video & DVD.

**Eolas Biosciences** (Biopharmaceutical company)  
Art director for 5 years, creating identity, web and print.

**Global Radio** (Galaxy, Heart FM and LBC Radio)  
Web design: microsites to support on-air promotions.

In-house:

**Interbrand Newell & Sorrell** (Branding experts)  
Working as part of a team of middleweight designers on several projects for new global digital brands.

**Pemberton + Whitefoord** (Packaging specialists)  
Small new brands to major supermarket products.

## 1994-97 Rocket Design Consultants Ltd

Packaging, print and POS for Tesco, WHSmith and Somerfield. Photography art direction was a regular part of my role while my Photoshop illustrations and 3D packaging construction exceeded expectations.

## TECHNICAL SKILLS

Experienced Adobe Creative Suite user, particularly with Illustrator and Photoshop.

For the web, I use Atom to hand code HTML5, CSS3, Javascript, PHP & MySQL.

Final Cut Pro, Soundtrack Pro and DVD Studio Pro to produce professional DVDs.  
MacOS veteran and PC friendly.

## INTERESTS

Japanese culture has always fascinated me, from their miniature world to the martial arts of Karate and now Aikido, which has become a key part of my life. I love cinema, though gaming has always been a passion from the golden days of ZX Spectrum to PS4. Also partial to a pint.

## ACHIEVEMENTS

**2011 1st Dan** (Diploma) Aikido, Aikikai

**1998 Backpack World Trip** to far off lands with my sketchbook and camera: Egypt, India, Nepal, Thailand, Malaysia, Singapore, Indonesia, Japan, New Zealand, Australia and USA.

**1989 1st Dan** (Diploma) Karate, SKI

## EDUCATION

**1990-93** Norwich School of Art, BA(Hons)

**1988-90** Herts College of Art & Design

**1981-88** Verulam School, St. Albans