

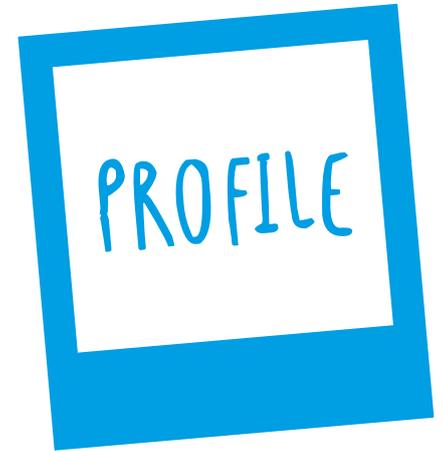


HOLLY SIMONS DESIGN

www.hollysimons.com

As a very imaginative individual who really enjoys her work, I love to come up with **creative solutions to design problems**, and my ultimate goal is to use **design to make a difference**.

I have achieved a **BA (Hons) Degree in Graphic Design** and have been working in the creative industry since 2010.



EMPLOYMENT

June 2016 – Present

Freelance Graphic Designer/Animator

I have had the pleasure of working with a variety of clients, such as creating motion graphics for charity **The Backdrop** (thebackdrop.org), designing logos for **JustFred** (a local knitwear company), illustrations and infographics for the **International Tree Foundation** and animations for **Lincolnshire County Council**.

October 2016 – September 2018

Tenancy Deposit Scheme, Graphic Designer Hemel Hempstead

As the company's first and only in-house designer, I took on the task of designing everything from scratch and reforming the brand identity. In doing so I have worked on all the print, digital, wall graphics, exhibition design, interactive presentations and motion graphics. I have also worked alongside external web developers in order to create the new company website.

February 2013 – October 2016

Hogarth Worldwide, Graphic Designer Milton Keynes and London

Spending the first three years in-house on the Santander account, I worked on a wide variety of design. This included all printed items, infographics for social media, illustration, magazine design, above and below the line advertising, website mock-ups, digital banners, interactive PDFs and storyboarding for animations and motion graphics.

I then transferred to the London office in order to work on new accounts (such as **Acer, Booking.com, Emirates, Herbal Essences, Colgate, Compeed, Heinz and HSBC**), to further expand my design skills and broaden my horizons.

June 2012 – February 2013

Freelance Graphic Designer/Artworker

Whilst freelancing I worked on some wonderful brands such as **Audi, Whitbread, Laura Ashley, Debenhams, Barclays** and **Santander**, at great companies; **BBH, Communis** and **Hogarth Worldwide**. I was required to do artwork for print, image retouching, layout design and illustration.

September 2011 – June 2012

Thunder Design, Graphic Designer/Artworker Northamptonshire

I produced artwork and graphic design for a variety of blue-chip brands such as **Carita, Décleor** and **Yves Saint Laurent**. This came in the form of sales presenters, posters, brochures, leaflets, Flash advertisements, image retouching, and drawing vector graphics from scratch in Adobe Illustrator.

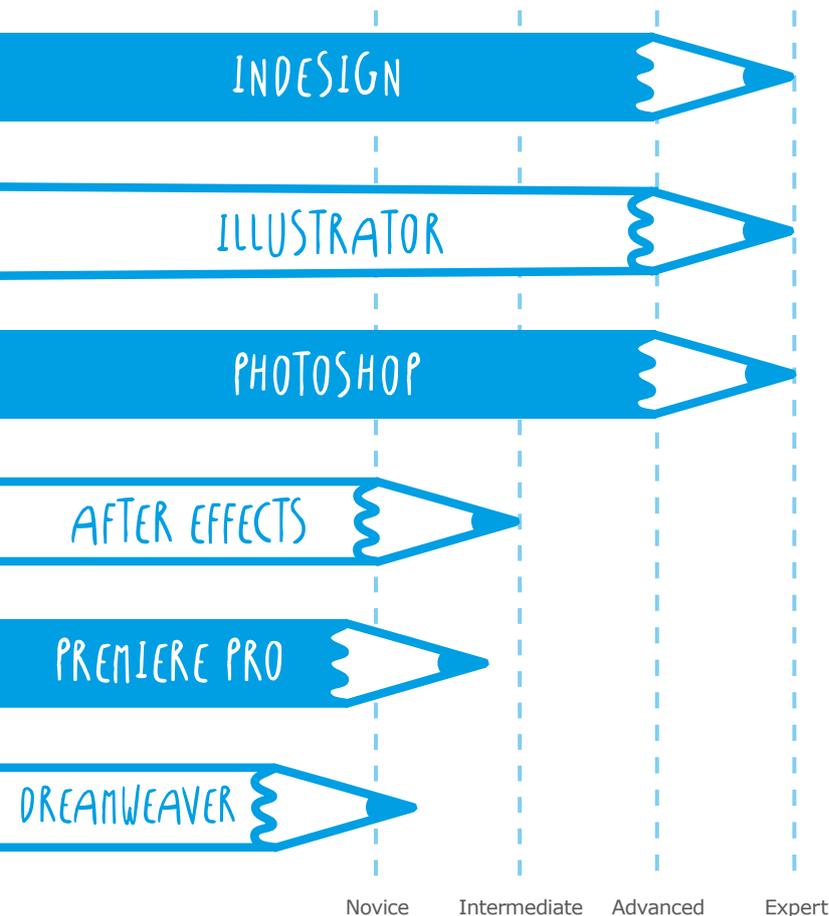
September 2010 – May 2011

Oldrids & Downtown, Visual Merchandiser Lincolnshire

My duties involved creating displays of all different aspects, creating display signage using Adobe Illustrator, QuarkXPress, and using the vinyl plotter program; Composer. I was also required to keep track of my department's expenditure, create floor plans and liaise with department's Managers to promote their stock.

VOLUNTEERING

In my free time I love to design for charity and awareness raising. So far I have created a poster and decorative campaign to raise awareness for **International Women's Day** and the **No More Page Three campaign**, infographic designs for **IAPWA (International Aid for the Protection & Welfare of Animals)** and social media infographics and animations for both **New Zealand Horse Network** and **HRSA (Horses & Road Safety Awareness)**.



SKILLS

The three main programs I work in are **Adobe InDesign, Illustrator** and **Photoshop**, all three of which I am very confident in using to create an array of designs.

I have working knowledge of **Adobe After Effects** and **Premiere Pro** in order to create animations and edit video footage. I have also used **Dreamweaver** to create my own website.

My skills also cover cinematography, storyboarding, stop-frame animation and life-drawing.

OTHER INTERESTS

When I'm not designing, I might be found reading, writing, singing or horse riding. I also love comedy and a bit of alternative rock.

I have a full, clean driving licence and a completed course in First Aid.

EDUCATION

December 2017 Soho Editors
The Intermediate After Effects Course

February 2017 Westland Place Studios
Introduction for After Effects

2007 – 2010 Nottingham Trent University
BA (Hons) Graphic Design

2005 – 2007 Grantham College
BTEC ND Graphic Design

2005 – 2006 Grantham College
A/S Level Photography

2004 – 2005 Lincoln College
AVCE (Single Award) Art & Design

1999 – 2004 Kesteven & Grantham Girls School
10 ½ GCSE passes including Maths, English, Art, Graphic Products and I.T.