





# SIMON TAPSON

 simontapson |  simontapson |  @simbabbble

## GET TO KNOW ME

I'm a senior graphic designer and multidisciplinary creative that likes to make things on (and off) my Mac. I design effective brand identities and deliver strategically-driven creative for successful advertising campaigns and companies.

I was born in Melbourne but grew up in Brisbane. I've worked both in Australia and overseas. During my 10 years as a designer I've worked freelance, in-house and studio / agency - I've seen it all. Working in such different environments has taught me to work autonomously and as part of a team. I enjoy collaborating with web developers, copywriters, photographers, marketing teams, strategic departments and account services to deliver great projects.

On a personal note I collect comics, have one very spoilt dog and firmly believe in the replacing toilet rolls as soon as they run out.

I'm currently looking for a senior creative role in a company that is an industry leader.

## EXPERIENCE

**10**  
YEARS+

**LEAD GRAPHIC DESIGNER**  
**THEROOM DESIGN STUDIO**  
DEC. 2014 - PRESENT

As lead Graphic Designer at the room I'm responsible for designing and overseeing all print and digital creative for businesses. A diverse pool of clients has helped me develop an understanding of a number of industries and find creative solutions in unexpected places.

**GRAPHIC DESIGNER**  
**PEP CENTRAL/IMPG**  
FEB. 2014 - DEC. 2014

At PEP Central I created both digital and print artwork for key clients, including Malouf Pharmacies, Beta Home Living and Coca Cola. This position required strong attention to detail, a versatile work approach and the ability to deliver in tight timeframes.

**GRAPHIC DESIGNER**  
**SPRING STUDIOS**  
NOV. 2012 - OCT. 2013

While spending some time in London I freelanced at Spring, where I worked on projects for some of the UK's leading brands. Clients including Johnnie Walker and Alfred Dunhill, Target Wedding, Target Beauty, Monsoon and M&S Fashion.

**GRAPHIC DESIGNER**  
**VITA GROUP**  
AUG. 2009 - OCT. 2012

During my time at Vita Group I took the lead on graphic design for print, press and digital, as well as website development, animation and video editing. Working closely with marketing teams across three brands, I was responsible for developing and launching campaigns, catalogues, digital advertising and point of sale.

**3D MODELLER**  
**PLACE DESIGN GROUP**  
AUG. 2008 - AUG. 2009

Working as a 3D Modeller at PLACE, I created high-quality 3D graphics and conceptual visualisation content for a variety of landscape, planning and urban design clients.

**GRAPHIC DESIGNER**  
**UI INTERNATIONAL**  
AUG. 2007 - DEC. 2007

UI International was a fantastic place for me to develop concepts and artwork, as well as learn to create graphic design solutions from concept through to completion. As a Freelance Graphic Designer, my responsibilities included developing brand identities and creating both digital and print design for a wide range of advertising purposes.

## AREAS OF EXPERTISE

**GRAPHIC DESIGN AND MARKETING COLLATERAL:**

Lead innovative development and production of brand marketing collateral. This includes brochures, web sites, direct mail, advertisements, packaging and product design.

**BRAND DEVELOPMENT:**

Able to generate creative ideas and concepts for brand identities and strategies for small to medium sized businesses which include developing brand guidelines, stationery kits, templates and style guides.

**ADVERTISING CAMPAIGNS:**

Having art directed and created campaigns for both large and small companies across various industries, I can bring to life concepts for promotional campaigns, including logo designs, marketing collateral and promotional gifts.

AVAILABLE NOW FOR:  
**HIRE AND FREELANCE**



0413 154 440

hello@simontapson.com  
simontapson.com

# CAPABILITIES .....

## DIGITAL CREATIVE

Web design, UI design, wireframes, mobile and app development, email marketing, Google Analytics, managing campaign creative for social media.

## MOTION GRAPHICS

Animation, web and digital advertising, film editing and production.

## ANNUAL REPORTS

Oversee from concept to completion layout, theme, infographics, photography, illustration, iconography, copywriting.

## ART DIRECTION

Advertising campaigns, brand and identity development, style guides, tender and proposal design and presentation, directing and mentoring creative team.

## MANAGEMENT & LEADERSHIP

Project, production, account and team management experience, as well as event planning and coordination.

## PRODUCTION PROCESS

Time management skills and ability to handle multiple jobs at any one time. Confident in prioritising jobs to meet deadlines.

# EDUCATION .....

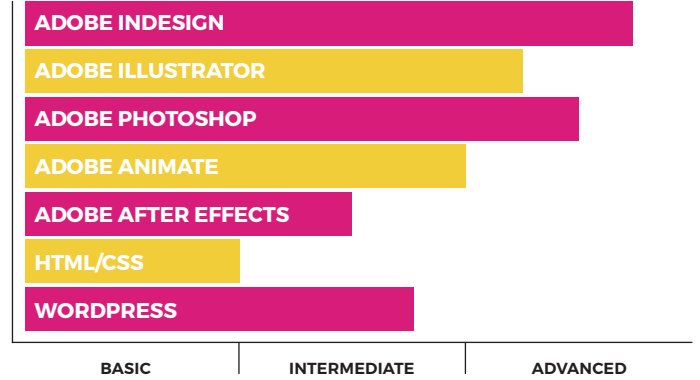
## COLLEGE OF ART QCA - GRIFFITH UNIVERSITY 2004 - 2007

**Bachelor, Animation**  
Drawing and design skills, life-drawing and conceptual art, video and audio training, 3D animation and digital cinematography. Developed a core understanding of the complete digital pipeline. Graduated as a proficient character animator with a broad range of complementary digital and creative skills.

## TAFE INSTITUTE MSIT 2003 - 2004

**Diploma, Multimedia**  
Studied all aspects of multimedia with a strong focus on graphic design including advertising, branding, copywriting, illustration, packaging, and photography.

# TECHNICAL SKILLS .....



# REFERENCES .....

**Beverley Pugliese** - Production Manager (theroom) / **0422 453 289**  
**Jasmine Otto** - Managing Director (theroom) / **0405 936 056**  
**Scott Phillipson** - General Manager (Vita Group) / **0403 476 700**  
**Paul Underwood** - Art Director (Spring Studios) / **+44 2087 784479**

"Besides being a joy to work with, Simon is a take-charge person who is able to not only formulate innovative creative ideas but also adhere to defined business processes. He has successfully developed creative for several marketing campaigns and promotions for our company across web and print based media including website, social media, press, catalogues, magazines and billboards."

**Scott Phillipson**  
Vita Group Limited General Manager, Marketing and Product

"During my time at theroom Simon worked closely with me to help define my style, develop my skills and teach me efficient workflows. He was always calm under pressure and happy to share his knowledge. I couldn't have asked for a better experience."

**Evonne Li**  
Graphic Designer (former intern at theroom)

# TECHNIQUE & WORK ETHIC .....

I value simplicity in all things, and I like to think my technique reflects this. I favour working to a minimalist design aesthetic - leaning towards sans serif typefaces and flat illustration. I am an advocate of clean, accessible design that has purpose. I believe in balancing commitment to the vision and flexibility in solving problems. My experiences have made me capable of maintaining a sharp attention to detail even when working within tight deadlines.

**FOR MORE INFO ON ME OR WHAT I'VE BEEN WORKING ON,**  
check out my website:  
**simontapson.com**