

SENIOR CREATIVE DESIGNER SPECIALISING IN STRATEGIC BRAND DEVELOPMENT WITH MORE THAN 20 YEARS HANDS ON EXPERIENCE IN THE INDUSTRY PROVIDING A FULL BRAND COMMUNICATION, STRATEGIC, CONCEPTUAL AND CREATIVE DESIGN SERVICE.

CURRENT CLIENTS, PROJECTS, CONTRACTS, POSITIONS

SIMON SHACKLETON SINCE 12
PARTNER/CO-FOUNDER - STEREOPHOENIX AND THE ONE SERIES. STRATEGY, CONCEPT, DESIGN, PHOTOGRAPHY, MERCHANDISING, PROMOTION ONLINE AND PRINT.
ELITE FORCE , U&A RECORDINGS - ALL COMMUNICATIONS

NORTHWOOD (UK - ESTATE AGENCY) SINCE 07
IN PROGRESS: REBRANDING AND DEVELOPMENT OF NEW IDENTITY FOR NETWORK OF 70+ UK OFFICES - DESIGN FOR PRINT, POS, ADVERTISING, COPYWRITING, ENVIRONMENTAL GRAPHICS, OFFICES INTERIORS/EXTERIORS

RALPH BENDING (ESTATE AGENT) SINCE 02
BRAND STRATEGY, REBRANDING, DESIGN FOR PRINT, ADVERTISING, WEB, COPYWRITING AND INTERIOR DESIGN

ESSENTIAL RESEARCH (MEDIA RESEARCH SPECIALISTS - LONDON) SINCE 06
BRAND IDENTITY, PRESENTATION, ADVERTISING, ENVIRONMENTAL BRANDING, PHOTOGRAPHY, IMAGE LIBRARY, WEB

STAR CHILD (BOTANICALS - GLASTONBURY) SINCE 05
BRAND STRATEGY, PACKAGING, POS, PHOTOGRAPHY, COPYWRITING AND DESIGN FOR PRINT

THE C-CHANGE TRUST (CARBON ACKNOWLEDGEMENT CHARITY) SINCE 05
BRAND STRATEGY, IDENTITY, WEB, DESIGN FOR PRINT, POS, ADVERTISING

THEHOUSE (CREATIVE AGENCY - BATH) CONCEPTUAL DESIGNER/CREATIVE SINCE 00
DIAGEO PREMIUM BRANDS - POS AND SALES PROMOTION. CONCEPTUAL DESIGN FOR BRAND SUPPORT MATERIAL (ON TRADE)
WKD [ALCOPOPS] - POS AND SALES PROMOTION FROM CONCEPT TO DESIGN, COPYWRITING AND ART DIRECTION FOR VALENTINE'S DAY AND EASTER CAMPAIGNS, TTL LAUNCH FOR WKD SILVER
PENFOLD'S [WINE] - SENIOR CREATIVE ON PITCH FOR UK TTL BUSINESS. CONCEPT, DESIGN, COPYWRITING AND ART DIRECTION
JACK DANIEL'S - DESIGN AND ART DIRECTION FOR SALES PROMOTION CAMPAIGNS

OTHER BRANDING PROJECTS: JULIAN FORSEY (RESTORATION AND RENOVATION), ORME (ARCHITECTS), SONA SOLA (MUSIC INDUSTRY SOFTWARE),

PREVIOUS CLIENTS, CONTRACTS, POSITIONS (93-04)

JESS JAMES (JEWELLER - LONDON) SINCE 98
BRAND STRATEGY, POS, PHOTOGRAPHY, COPYWRITING AND DESIGN FOR PRINT
TRINITY STORES (DELICATESSEN - LONDON) SINCE 06
BRAND IDENTITY, EXTERIOR/INTERIOR DESIGN, POS, PROMOTIONS, PRINT, PHOTOGRAPHY, PACKAGING, WEB
REYNOLDS AND HAYWARD (PROPERTY DEVELOPERS - GLASTONBURY) SINCE 03
BRAND IDENTITY, ADVERTISING, WEB, COPYWRITING, PHOTOGRAPHY DESIGN FOR PRINT FOR 3 APARTMENT DEVELOPMENTS
HOLISTICMAP.ORG (FOR THE FOUNDATION FOR HOLISTIC SPIRITUALITY)
BRAND IDENTITY, WEB SITE DESIGN, DESIGN FOR PRINT, ADVERTISING, COPYWRITING
ARCANIA APOTHECARY (BOTANICAL BODY CARE - SOMERSET)
BRAND STRATEGY, REBRANDING, PACKAGING, DESIGN FOR PRINT, POS
EXTERIOR/INTERIOR DESIGN
COWSHED (SPA & BOTANICAL BODY CARE - SOMERSET)
BRAND STRATEGY, DESIGN AND ART DIRECTION OF PROMOTIONAL MATERIAL

POSITIONS

DYSON LTD - CREATIVE HEAD / PRODUCT (FULL TIME / 01.04-04.04)
HEAD OF TEAM OF 5 DESIGNERS RESPONSIBLE FOR POSITIONING AND PRESENTATION OF PRODUCT TO MARKET, INCLUDING STRATEGY, PACKAGING, PHOTOGRAPHY, LITERATURE AND POS

THE CREATIVE AGENCY - ZURICH FINANCIAL SERVICES- SENIOR CREATIVE (CONTRACT)
BRAND GUIDELINES, DESIGN, ART DIRECTION, CORPORATE AND PRODUCT LITERATURE, B2B/B2C DM & PRESS ADVERTISING

US DESIGNERS (INTERIOR DESIGN - LONDON) SENIOR DESIGNER/CREATIVE (CONTRACT)
POS AND IDENTITY FOR MONDADORI BOOKSTORE, MILAN. WINE MARKETING - LES GARAGISTES. IDENTITY DESIGN FOR WINE MERCHANTS, WEB AND PACKAGING DESIGN

TAYLOR GIBSON ASSOCIATES (MARKETING - HERTS) (CONTRACT)
CURRY'S - POS IDENTITY AND DESIGN, BRAND STRATEGY AND MARKETING MODEL FOR TTL ACTIVITY

COBWEB SOLUTIONS (INTERNET SERVICES) CREATIVE DIRECTOR (FULL TIME / 09.00-08.01)
RECRUITED AND MANAGED DESIGN AND MARKETING TEAM. BRAND STRATEGY, REBRANDING, CORPORATE IDENTITY AND EVENT DESIGN FOR LAUNCH OF BLUEYONDER WORKWISE. HEADED UP WINNING PITCHES FOR DISARMCO AND WIMPEY HOMES INTRANET CONTRACTS. DESIGN OF ONLINE PROMOTIONAL MATERIAL FOR MICROSOFT

TIE RACK (RETAIL - LONDON) SENIOR DESIGNER/CREATIVE
SOLE CONTRACTED DESIGNER
BRAND STRATEGY/IDENTITY, REBRANDING, DESIGN AND ART DIRECTION, POS, ADVERTISING, DESIGN FOR PRINT FOR WORLDWIDE NETWORK OF 450 STORES

TRIUMPH DIGITAL (DIGITAL PHOTOGRAPHY - LONDON) SENIOR DESIGNER
FULL TIME / 09.98-09.99
DESIGN, ART DIRECTION, DIGITAL PHOTOGRAPHY, RETOUCHING, LARGE FORMAT REPRO