



## **CURRICULUM VITAE—Simon Kuhn**

### **Junior Graphic Designer**

## **BRANDING, CORPORATE IDENTITY, PACKAGING AND PRINT**

### **PERSONAL INFORMATION**

Full Name: Simon Keith Kuhn  
Nationality: South African  
Languages: English and Afrikaans  
Date of Birth: 06 November 1984  
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### **PERSONAL PROFILE**

I am a critical and creative thinker and take great pride in my work with a keen eye for detail. I am positive and enthusiastic about delivering the absolute best work possible—from corporate identities for new start-ups to working with established brands like Coca-Cola on internal communications and pitches with the London based marketing agency Cherry London.

My commercial experience ranges from identities, literature and advertising through to packaging and publications. I have strong approach to typography and layout, including experience following brand guidelines. I have recently finished my Master's degree with a practical and theoretical study that focussed on graphic design's social role. The research I undertook has equipped me with the ability to think critically about design, which in turn motivates me to seek deeper levels of engagement through all forms of graphic communication.

A genuine passion for design, professionalism and dedication to playing a supportive role within the studio environment coupled with my unique way of thinking makes me an invaluable asset to any design team.

### **EMPLOYMENT HISTORY**

#### **#Freelance**

**Graphic Designer:** March 2013 – Current

#### **Cherry London**

Design of collateral for pitches and presentations for Cherry, a London based marketing agency specialising in brand partnerships. Presentations include a campaign for Nationwide insurance directed at moms and celebrating Fridays.

#### **Cergis: London based web development agency**

Updated the visual identity of Mailstat an email statistics application. This included designing the logo and the look and feel of how the data will be displayed in the form of infographics.

#### **Hen & Hammock: UK based online lifestyle retail store**

Designed the packaging for the following Hen & Hammock products: Companion Planting and Edible Flower seed packages. This involved designing the packages in-line with Hen & Hammock's brand guidelines.

#### **#Cyan & Magenta Clothing**

**Co-Founder/Graphic Designer:** August 2010–September 2011

As the founder of a small fashion label it was my responsibility to design original original ladies and menswear A/W and S/S casual wear garments, as well as costing, budget management, merchandising and marketing. This included the design of garment prints and promotional items such as swingtags, care instructions,