



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
Physical Address: 4 St John's Crescent, Brixton
Mobile Number: 07876350762
Email: simonkuhn.design@gmail.com
Website: sssimon.co.uk

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,