



# SIMON YEO

## SENIOR DESIGNER

Integrated

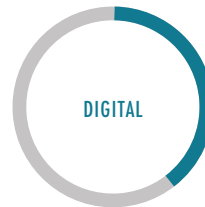
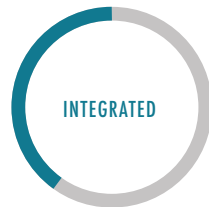
Content

Branding

Digital & UI

## ABOUT ME

A Senior Designer with over 20 years experience working in the most well known integrated, B2B, digital and healthcare agencies in London. A strategic and creative thinker, totally conceptual but also enthusiastically hands-on, I have won awards, new business, mentored juniors and produced work that has grabbed attention and helped clients sell more.



## WHAT I'VE DONE

### 2016 - PRESENT >

#### FREELANCE - SENIOR INTEGRATED DESIGNER

Freelancing for many major integrated, healthcare and digital agencies. On 360 degree campaigns, digital, offline and experiential on a wide range of accounts - both b2b and consumer. Given various responsibilities within agencies - Head of art, brand guardian and deputy Creative Director. And a mix of healthcare, automotive, financial, fmcg, telecoms and fashion. The agencies included Lida, Rapp, McCann Healthcare, O&M and Gyro. On accounts such as Jaguar, Sainsburys, Radox, Diageo, Boots, TK Maxx and BBC. Won DMA silver for Vauxhall Direct Mail work.

### 2010 - 2016 >

#### THEM LONDON - SENIOR DESIGNER

As Lead Designer to the CD, I was responsible for all the art direction and design output of the agency. A client list with a consumer, B2B and healthcare mix and with a very creative ethos - providing content, social, digital and experiential with successful results for clients Johnson & Johnson, Wilkinson Sword and Bupa.

### 2007 - 2010 >

#### LIDA - SENIOR DESIGNER

Originally going into Lida on a freelance contract, I was then taken on board to work on direct mail and instore work for NatWest - launching an award winning consumer magazine for their student customers, and CRM work for Mini. On the digital side, I was responsible for the creative output of online betting site SportingBet and the launch of the Porsche Drivers Collection website.

### 2005 - 2007 >

#### EHS BRANN - SENIOR DESIGNER

I started at EHS Brann on a contract basis and was one of the 2 lead teams on their Barclays consumer business. Apart from creative origination and overseeing junior teams, responsibilities included brand guardianship and presenting direct to client. Other accounts included CRM and recruitment for British Gas.

### 2000 - 2005 >

#### FREELANCE - DESIGNER

A long period where I worked at, and won new business for agencies such as Lowe Direct, Rapier, Proximity, Tequila, CMW and Publicis Dialog. Won DMA silver for Marks & Spencer work.

### 1998 - 2000 >

#### GREY DIRECT (JOSHUA/G2) - DESIGNER & ART DIRECTOR

A top 10 agency with major blue chip accounts. My first experience of Direct Mail and working on award winning campaigns for Emirates Airlines, Coca Cola and First Direct.

### 1996 - 1998 >

#### IBS ADVERTISING (DUBAI) - JUNIOR ART DIRECTOR

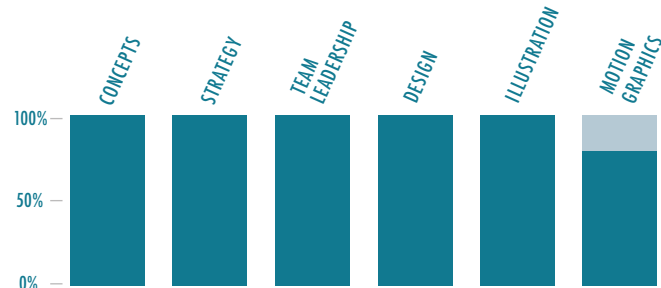
Brand campaigns for AVIS, Inter Continental Hotels and Mitsubishi. Experience gained on working on TV and press campaigns from concept to completion.



## MY CORE CREATIVE SKILLS

Although I'm first and foremost an ideas driven Creative, it is also necessary to master all aspects of Design from the initial creative thinking, through to every aspect of the design process.

Covering digital, UI, Social, OOH and animation, I can work solo, collaboratively either with a writer or within a team, to originate and develop concepts to a brief, producing profitable, relevant, effective and impactful work.



- Concept origination from brief
- Campaign development across multiple media (digital/social/video/print)
- Art directing still, film and video shoots
- Design, UI, Illustration and After Effects skills
- Bring new ideas and innovations into the mix
- Work well under pressure to strict deadlines, on multiple projects at any one time
- Briefing of creative teams as necessary
- Attention to detail, making sure all work meets stakeholder requirements and fulfils the creative brief
- Excellent communication skills
- Collaborative attitude to work
- Proactive, with high levels of passion, initiative and a positive attitude

The key packages I work in:



## WHAT THEY SAY

"We've worked with Simon over the past couple of years and he's nothing short of wonderful: a talented Art Director who can go from concepting through to final artwork, who is quick and efficient, and who is flexible and willing to work to tight deadlines to get things done. Oh, and he can illustrate as well as use Adobe CC - a rare combination these days. Writers and indeed the whole agency team love working with him, and we'd recommend him in a heartbeat."

**Matthew Hunt**  
Managing Director  
11-London

"I have had, and still enjoy, the pleasure of working with Simon - over the last 10 years. He was my AD when I was the CD at Them, and we still collaborate on projects today.

Simon is a proper creative. He can draw and sketch with the best of illustrators. He can Art Direct on the page and in the studio or on location. He can design. He can think and can present. And he wears the title of integrated easily. He is as comfortable with handling DL envelope as he is with a digital project. Shopper Marketing or Sales Promotion? Blog or Broadcast? No problem."

**Jim Archer**  
Former CD of Them  
Currently consultant creative at  
Blue Latitude Healthcare

## ONLINE

[www.simonyeodesign.com](http://www.simonyeodesign.com)

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## CONTACT

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