

## Graphic Design

- Digital Ads
- Print Ads
- Packaging
- Brand Identity
- Web contents
- Marketing Merchandise
- Indoor & outdoor POS
- Exhibition Stands
- OOH
- In-depth knowledge of print process
- Strong knowledge of Adobe CC
- Expertise on Decals & Vinyls Design
- Great sense of layout and colour combo

## Design Coordinator

- Coordinating the design's workflow
- Liaising with the Marketing, Sales and NPD teams to collect a clear and complete design briefs
- project managing work from start to completion

## Creative oversight

- Ensuring all design work is in-line with briefs and brand guidelines
- Knowledge and understanding of current graphic design trends in digital media
- Working with the Marketing, Sales and Design teams to update and create brand and marketing guidelines that can be followed by designers and content creators (such as marketing agencies)
- Identifying areas for improvement
- Proactively assessing brand design to look for opportunities to improve effectiveness and consistency

## Personal Qualities

- Multi-tasker: ability to manage multiple projects across divisions and teams;
- Strong organisation and project management skills;
- High level of attention to detail;
- Team player able to build effective working relationships
- Driven individual eager to learn and grow in a fast-paced environment;
- Self-discipline: ability to work and learn independently;
- Proactive with a can-do attitude;
- A challenger: desire to do things differently and consistently strive to improve the way of working;

# Marino Simion

MARiNOSiM!ON Graphic Designer

Proud to work on successful brands and making them outstanding!  
Experienced Senior Graphic Designer, Packaging Designer and Creative Artworker working from global to family run companies; dealing with brand new and well known brands.

## Summary

I am passionate about design, and I am a versatile Senior Graphic Packaging Designer and Creative Artworker with a degree in Industrial Design from the Institute of Architecture in Venice - Italy.

Over the past 20 years, I have produced graphic design, creative concepts, photographic retouching, artwork ready-to-print and illustrations of a highly crafted standard.

I have worked independently as well as part of a design team producing and managing whole projects or working at various stages of development as required from client briefing for a wide range of projects for corporate / brand identities, packaging, advertising, POS, OOH and marketing materials for various market areas including:

Food & Beverage, FMCG, Pet Foods, Music Events, Exhibition Events, Automotive and Sport Magazine.

My experience means I see projects and briefs from a client perspective, with all the constraints, challenges and stakeholders that are involved. Designing from this point of view has meant I am able to consider solutions based not just on creative merit but also function, form and success.

Having ran my own Design Service I take time to thoroughly understand a client's brief, asking questions and gathering facts and figures. Armed with all this information and the aims and objectives for the project, the design stage then consists of extensive research, concept development, gathering feedback and developing final artwork ready-to-print or other applications.

I strongly believe that the role of a designer and agency is not simply to deliver one solution but to develop a number of routes, some of which may take the brief in a direction the client has not considered before.

Communication with the client is vital to a successful project.

Specialties include:

Strategic and non-strategic design of projects for corporate / brand identities, packaging, advertising and online promotional banners.

Producing digital visualising, artwork including photographic re-touching and illustration for any material printed or online including brand guardianship of projects to press passing.

Expertise on developing bespoke Decals & Vinyls Design and knowledge related to the print process and the technical skill required for the correct application on a production line.

## Brands on Portfolio

- Biona
- Amisa
- Raw
- Profusion
- Bonsan
- Biofair
- Nescafe
- Kit-Kat
- Nespresso
- Dolce Gusto
- Maggi
- Herta
- Carnation
- Gourmet Garden
- Docello
- Algeria
- Nescafe Milano
- Felix
- Go-Cat
- Gourmet
- Bakers
- Bonio
- Winalot
- ProPlan
- National Car
- Alamo
- Benelli Moto
- Ducati
- Aprilia
- Moto Guzzi
- BMW
- Buell
- Yamaha
- Benetton Basket
- Benetton Volley
- Benetton Rugby
- Asolo Golf Club

# COVER LETTER

## MARiNOSiM!ON Graphic Designer

As I have spent the last part of my career as a Freelance Senior Graphic Designer, mainly working for Food & Beverage businesses, I would now like to move on and get involved in a new challenge - being a team player, sharing ideas, working in a creative environment - those are the key factors where I would like to build the next phase of my career.

currently work as a freelance for Windmill Organics based in Kingston - West London as a Senior Graphic and Packaging designer. This company owns brands including Biona, Raw, Profusion, Amisa and Bonsan. This year, following the work I did on re-branding the Amisa range, I have been involved in working on the rebranding of Biona's products (250 SKUs), following a quite basic brand guidelines, I have managed to develop the look & feeling across all the range as boxes, tins, paper bags, plastic foils, pouches, and bottles and to generate ready to print artworks.

While working at Nestle', running an in-house Design Service, I developed creative for all print (including invitations, brochures, leaflets, retail/POS, yers, posters, FSDU) web banners and internal Newsletters, following standardised briefs from various internal departments (Purina, Nestle Professional, 1st Choice, Cereal Partners, Nespresso and SMA), making sure brand guidelines and articulated brand objectives had been followed.

In 2018/19 I worked on an ad-hoc basis for Monty's Bakehouse at their Innovation Centre; an award-winning airline catering company that rapidly require innovative ideas in brand, packaging, and product design for clients as British Airways, Cathay Pacific Airways, Qatar Airline, Virgin Atlantic and their owns brands. Initially the main challenge was covering the transition between two graphic designers, working on existing packaging design, developing, and creating mock-ups based on new style or new cutter-guides, setting up Ready-to-Print files..

In the past, whilst working in the Motorbike Industry, I was responsible for designing and overseeing the production of exhibition stands for international fairs, display materials for showrooms and developing ideas for the brand annual events.

Back in Italy, my main responsibility was designing, developing, and producing decals for the Aprilia Racing Teams (125/250/500cc, Motogp, WSBK). Other duties included developing and producing sets of adhesives for prototypes or for customised/limited edition models.

Graphic design projects included logos, banners, free standing units, POS, shop windows and promotional vehicles. Cinema 4D was often used to generate 3D images to demonstrate ideas to clients. In addition to the primary task of graphic design, I had the opportunity to work as Industrial Designer creating signs, shop displays and exhibition stands.

In all of my roles I have had to feedback and communicate with team members, face to face and recently via video call and via email.

From my experience as freelance designer I have often had to prioritise jobs and tasks and I always aim to meet a deadline. I have strong experience on working across Tech (R&D), Marketing & Product departments.

I am an extremely organised and focussed individual, a skill set which has been extremely useful during the pandemic and working from home with 2 children.

Regards, Marino Simion

### Key Responsibilities:

- Creating artwork for a new or existing range;
- Amends the existing artwork;
- Setup artwork Ready-to-Print with Mark-ups, Colours guide & Legend
- Creating Adverts and Online Banners;
- Generating 3D dummy images for new or updated products;
- Creating new illustrations & Front of Pack visuals for the launch a new product, following the brand's guideline
- Designing Promotional Materials and Stand wall panels for National & Internationals exhibition fairs.

### Key Responsibilities:

- Covering the gap left by the leaving Graphic Designer, working on existing packaging design, developing and creating mock-ups based on new style or new cutter-guide;
- Managing artwork briefs involving: understanding requirements and time scales;
- Identifying activities required;
- Ensuring others complete actions in line with the agreed timings;
- Undertaking design work and escalating issues with Monty's team;
  - ON A SECOND STAGE ----
- Once or twice a week (based on the number of POs and related deadlines), helping the in-house Graphic Designer on creating / amending / developing / suppling artwork for Monty's packaging range;
- Designing, Printing & Producing physical mock-ups as required;
- Supporting with the creation of event materials for the WTE - The leading global event for travel catering, on board retail and passenger comfort products for the air, rail and cruise industries;

## EXPERIENCE

### Windmill Organics Ltd

Senior Graphic Designer - Packaging Designer - Creative Artworker

February 2016 - Present (5 years 10 months)

Kingston-upon-Thames, United Kingdom

On a weekly base, now 3 days a week under a 6 months agreement, my graphic design expertise is in full gear with this organic food company, dealing with brands as Biona, Raw, Profusion, Amisa, Bonsan and Biofair and helping the Marketing & Sales team with a variety of different tasks.

Being part of this family-owned company, where people support and encourage you to learn, grow and succeed. Here I have had the chance to extend my skills and knowledge towards Packaging Design, standardising the way the artwork are created and refining the way the Ready-to-Print artwork are generated; Rolling-out a cohesive look and feel of the monthly Consumer and Trade Ads, always looking at how to evolve who the brands communicate the primary messages and promotions; Designing eye-catching online banners, promotional materials, wall panels, banners & boards for exhibition fairs, generating 3D dummy images, re-touching lifestyle photos are also regular tasks.

On a daily basis, I am discussing the working plan & related priorities with the Marketing and Sales team. Quarterly, I am try to arrange a meeting with the owners to discuss a variety of issues and to introduce new ideas that aim to increase productivity and minimise miss-leading information and errors.

### Monty's Bakehouse

Trainer to Junior Graphic Designer & Creative Artworker

September 2019 - November 2019 (3 months)

South Nutfield, Surrey, United Kingdom

I had the pleasure and challenge to returned to Monty's Bakehouse to train two new members of the Design Team working on existing packaging design ahead of up-coming orders. This involved making sure he was following the standardised procedure, ensuring the artwork was completed efficiently and within the shortest time frame. I also developed, adjusted and finalised artwork templates for one of their new brands.

Senior Graphic Designer - Packaging Designer - Creative Artworker

October 2018 - March 2019 (6 months)

South Nutfield, Surrey, United Kingdom

I have worked on an ad-hoc basis at their Innovation Centre; an award-winning airline catering company that rapidly require innovative ideas in brand, packaging, and product design for clients as British Airways, Cathay Pacific Airways, Qatar Airline, Virgin Atlantic and their owns brands. The main challenge was covering the gap left by the leaving until the up-coming Graphic Designer, working on existing packaging design, developing, and creating mock-ups based on new style or new cutter-guides. By following a standardised procedure, I have to ensure that the artwork is completed efficiently and within the smallest time frame. This means that products can be launched in time, high client satisfaction, low-cost impacts and efficient design launch with all relevant individuals included in the process. All the above has been achieved thanks for a professional working relationships with Monty's team.

## EXPERIENCE

### Nestlé UK&I

Senior Graphic Designer - Hot desking

November 2011 - February 2020

Gatwick, United Kingdom

I have been running a Design Service with hot-desk at Gatwick City Place for more than 10 years as a contractor. I work directly with brands across Nestlé including Confectionary, Food & Beverage, Purina Petcare, Nestlé Professional, 1st Choice, Cereal Partners, SMA and Internal Comm. Bring design facilities in-house is a cost-effective solution to reduce timing/costs. Ensure consistency and correct use of brand identities, logos and product shots. Delivering a service in line with external agency, ensuring quality, efficiency, reliability and speed. Advise Brand Managers on design issues, from print to web, based on my knowledge and experience.

Responsibilities include producing graphic solutions to the communication need of brands managers using a mix of skills that include creativity, commercial and marketing awareness; ensuring consistency and a correct use of brand identities, logos and images. My daily task is providing on time artwork for prints, online banners, on-pack promotions and in-store POS materials. I organise my own work load with a dedicated working plan, I am evaluating cost and timing based on a standardised brief.

I meet regularly with Brand Managers to understand the task aiming to achieve deadlines and graphic expectation.

### Nestlé UK&I

In-house Graphic Designer

December 2009 - November 2011 (2 years)

Croydon, United Kingdom

Nestlé has offered me this role having seen where my skills lie: in providing quality and original design solutions considering purpose, creativity, budget and deadlines. Brands include: Purina (Go-Cat, Gourmet, Purina One, Felix, Bakers, Winalot and Bonio); Nestlé Professional (Maggi, Chef, Herta, Docello and Nescafé Vending Machines) and 1st Choice Division (Nescafé, Carnation). I put in place various processes including project codes, spreadsheets for time spent on projects, a briefing form, project breakdown sheet, all of which help me to organise my workload and time effectively.

### Nestlé UK&I

Production Designer

June 2009 - November 2009 (6 months)

Croydon, United Kingdom

My main responsibility was to work on all the aspects of advertising, print and production methods. To provide a comprehensive service to Nestlé in the UK's Marketing, Category and Sales functions in the procurement of all print advertising media. I selected the most appropriate supplier to obtain the most cost effective, value for money print and production, for print, design, repro, photography, press, outdoor, in-store POS and commercial print.

I provided administrative support in recording print and repro expenditure, along with reporting cost saving.

Also, I ensured either purchase orders or print confirmations were raised for suppliers, and ensured timely payment to suppliers.

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

## EXPERIENCE

### Benelli Q. J.

Senior Graphic Designer, Creative Artworker and Industrial Designer

May 2004 - July 2006 (2 years 3 months)

Pesaro Urbino, Le Marche, Italy

At Benelli my role was initially focused on developing creative solutions for a variety of promotional materials such as advertising magazines, posters, brochures, banners, merchandising, website, fair stands and sale presentation. In addition, I had the opportunity to work across product graphics, logos, badges and colour schemes for mass production motorcycles and scooters, working closely with engineers and liaising with suppliers to design and develop innovative solutions for different materials, surface finishes and colour proposals. This role also included benchmarking cost for print, exhibition and POS materials.

[www.remor.it](http://www.remor.it)

### Publiremor S.N.C.

Senior Graphic Designer and Senior Artworker

March 2003 - April 2004 (1 year 2 months)

Venice Area, Italy

At Remor, my main responsibility was designing, developing & producing adhesives for the Aprilia Racing Team. Other duties included developing and producing sets of adhesives for prototypes or for customised/ limited edition models. Graphic design projects included logos, banners, free standing units, POS, shop windows and promotional vehicles. Cinema 4D was often used to generate 3D images to demonstrate ideas to clients. In addition to the primary task of graphic design, I had the opportunity to work as Industrial Designer creating signs, shop displays and exhibition stands.

[www.dalio.it](http://www.dalio.it)

### Da Lio S.P.A.

Graphic Designer and Artworker

September 1999 - December 2002 (3 years 4 months)

Venice Area, Italy

At Da Lio I have been part of a busy graphic design department specialised in developing, prototyping, testing and sometimes producing decals and masks for mass production motorbikes, scooters and parts (e.g. frames, top boxes). Projects involved the setting up of the ISO 9001 certification and the bespoke process aiming to maintain high quality standard. Designs had to take into consideration the limits of the production line, suppliers and the company's R&D department. Duties also included creating, developing and producing kits for official motorbike racing team; using state-of-art thermal digital printers (Gerber) and digital vinyl cutters (Zund).

[www.verdesport.it](http://www.verdesport.it)

### Verde Sport S.R.L.

Graphic Designer

1998 - 1999 (1 year)

Treviso Area, Italy

Graphic Design for Sport events, Press conference, promotional materials and for a monthly national Sport Magazine called LaGhirada News. Involve on the creation of the seasonal membership campaign for the Benetton Basket team, Benetton Rugby Team and Sisley Volley team.



## EXTRA ACTIVITIES

[www.thinkinglikeadesigner.co.uk](http://www.thinkinglikeadesigner.co.uk)

### Thinking like a designer ltd

Founder

July 2015 - Present (6 years - now dormant)

South London, United Kingdom

Start-up dormant company based in South London that aims to develop and introduce new products to the market where the design thinking emerge in every aspect.

[www.spreadshirt.co.uk](http://www.spreadshirt.co.uk)

Bespoke graphic design for T-shirts & accessories still available on spreadshirt.

## DESIGN PATENTS

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

### Sdraietto

A portable backrest for outdoor/indoor use.

[www.rok-bot.com](http://www.rok-bot.com)

### Rok Bot

Auxiliary dynamic seating apparatus.

[www.pop-amp.co.uk](http://www.pop-amp.co.uk)

### Pop Amp

A portable, foldable, eco-amplifier for smartphones.

## EDUCATION

### Master's degree in Industrial Design

108/110

Istituto Universitario di Architettura Venezia - IUAV

(1995 - 1999)

### Diploma in Graphic & Print Arts

52/60

Istituto Statale d'Arte Venezia - ISA

(1990 - 1995)

## LANGUAGES

English - Professional Working

Italian - Native

## Contact

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## Portfolio

[www.linkedin.com/in/marinosimion](http://www.linkedin.com/in/marinosimion)

[www.marinosimion.co.uk](http://www.marinosimion.co.uk)

## Location

South Croydon - London - UK