### Simon Mcmahon Graphic Design

United Kingdom

View the full portfolio at http://www.thecreativefinder.com/simcmahon

#### **Professional Experience and Curriculum Vitae**

My career has always been client-side, building a graphic design resource which is deeply woven into the company. I'm an advocate of in-house design as branding exercises, new product development, corporate collateral and packaging/merchandising can be highly focused and in line with the company's higher level objectives.

I direct all disciplines of graphic design however I personally specialise in branding and packaging/POS.

I'm a great believer in doing things right even if that means making difficult decisions. The highly stressful day-to-day atmosphere in which we work in means that its easy to cut corners and 'make-do' with lower quality work, just to hit a deadline. Yet by working simpler and smarter, and by managing relationships it's easy to find wiggle room and compromise in any situation.

See examples of my work at Behance profile: http://www.behance.net/simcmahon

### Previous Clientele

B&Q Tesco Robert Dyas Boots Stax **UK Fire & Rescue Services** British Gas Baxi Chubb Yale Union FireAngel First Alert BRK Dicon Jarden Mapa Spontex Castorama Brico Depot

#### Awards and Accolades

Creative Director KONG Creative Ltd 2013 - Present

We are a creative agency that specialise in corporate & product branding. All brands have stories to tell, but not all brands know how to tell their story. That's what we do. Through insightful, intelligent strategy and saptivations stimulation design, we engage consumers with a provoking story. It's helpstery and saptivations and strategy consumers

WWW.THECREATIVEFINDERWAMM to part with their hard earned money, but it's a story they want to tell others. Our job is to prod and probe to uncover insights into the brand and the market. We then strategically plan how to exceed the brand goals and drive a commercial advantage. We

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Please kindly get in touch for portfolio works.

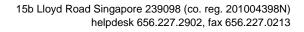
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