

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 captivating stimulating design, we engage consumers with a provoking story. It's a story that not only makes consumers want 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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