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Graphic Designer | Web Developer | Project Manager | Print Manager

About Me

Hi there. I'm Simon Hardware, a freelance Graphic Designer, Web Developer and Project/Print Manager operating in the North West. Here you should find an overview of my background working in the advertising industry for over twenty years.

While working with national and regional advertising agencies as a Project/Print Manager, I have advised on all aspects of production to ensure Creative and Client expectations were delivered and managed for a wide range of international projects.

Working along side some of the most influential creative teams in the UK, has allowed me to flex my creative eye too. This means I also have extensive experience as both a Designer and Artworker.

Why use me? I'm a one stop shop. Whether you are looking for a Creative Designer to work on a project, a Mac Artworker to boost your studio capacity, an extra Project Manager or a pair of expert eyes on a press pass, I'm your man.

A Brief Overview

Well, I've been working in advertising all my life. I started out as a designer working on a drawing board, hand laying letaset, to deliver repro ready artwork on layered artboards. I was instrumental in bringing in the first Apple Macs and have been using them ever since.

As I progressed I found myself obsessing over the finished product and becoming more

and more involved in the production of the printed material. Press passing to the highest level and working with the printers to ensure projects were as creatively produced as they were designed. Managing major Clients and their expectations was my speciality.

The web exploded during this period and I found myself managing online content, as

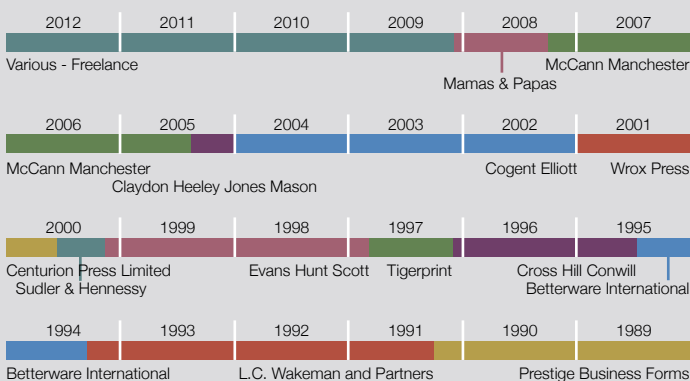
well as printed material, as every campaign had a mix of both. The only way to manage online projects, is to understand them, so I did. I've learnt HTML, CSS and JQUERY to enable me to see through the mist of the online development jargon.

In the past three years I have been working as a freelance designer and project manager, keeping up-to-date on the latest

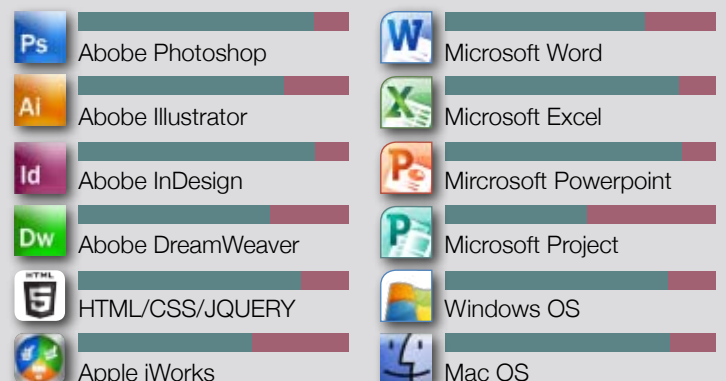
web trends and staying on top of the software developments in the design arena.

I now find myself enjoying being used in a variety of roles from Creative Services Manager to Web Design and Developer for both Large Agencies and Independent Clients alike.

Timeline



Software Knowledge



My Experience

Creative Designer

By keeping it simple, I approach design in a logical way.

The key is to understand you and your Clients. Your needs, your habits, your requirements. With an eye on the current fashion, I use this understanding to breath life into your brand.

Whether it's looking at a complete Corporate ID or just revising your existing literature, you can be assured the design solution will work as hard as you do.

Interactive Designer

I've been focused on UI and UX long before they had anachronisms.

For me, web design has always been about the journey, so whether its a full site, based on the brand values and identity, or a micro site or app to breath interaction into a campaign, I have always designed with the user in mind.

Having managed a lot of large web projects, I found it handy to understand the languages used. This has meant I have been able to offer my smaller clients full web development. I have an understanding of HTML, CSS and JQUERY and i'm happy developing sites using this technology.

Project Management

I have managed every type of ad project you can imagine.

Working for a wide range of Agencies, in the roles of Production/Project Manager, I have managed projects for some very demanding Clients and Creative Directors.

Project management contracts have included Goodyear Dunlop, managing all their printed material throughout Europe, Marshalls Plc, producing all marketing materials used for both B2C and B2B.

Print Management

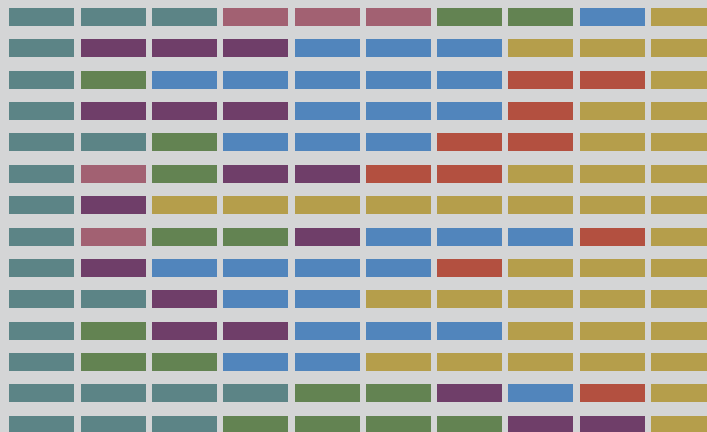
I have sourced and managed any print requirement you have.

Whether buying gravure, web, litho, flexo, screen or digital printing, from anywhere in the world, I have experience of managing the process and press passing to exacting standards for projects ranging from digital stationery to million plus runs for catalogues and brochures.

Clients I have bought print for include Jaguar/Land Rover, Goodyear Dunlop, British Gas, Arriva Transport, Mamas&Papas, Betterware, M&S, Fortnum&Mason, Marshalls Plc & Ralieg Bikes.

My Roles & Responsibilities

Various - Freelance
 Mamas and Papas
 McCann Erickson Manchester
 Claydon Heeley Jones Mason
 Cogent Elliott
 Wrox Press
 Centurion Press Limited
 Sudler & Hennessy (Y&R Group)
 Evans Hunt Scott
 Tigerprint
 Cross Hill Conwill
 Betterware International
 L.C. Wakeman and Partners
 Prestige Business Forms



Key

- Creative Design
- Interactive Design
- Studio Artwork
- Creative Services Management
- Project Management
- Digital Project Management
- Print Management

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