

Greg Beer

DESIGNER
LONDON, UK



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PROFILE

I am a Graphic Designer (middle weight) working predominantly in print. I have 8 years design experience ranging from graphics, branding and illustration through to 3d visualisation and POS display design. I pride myself on attention to detail, enjoy problem solving, brain storming and am passionate about art, design, typography, fashion and street culture trends.

PROFESSIONAL EXPERIENCE

Jun08 - Current Freelance Designer, London

Clients Holistic Garden Care, Monorex, Widen + Kennedy (Amsterdam)
Responsibilities

- Identity/branding (Holistic Garden Care)
- Graphic concept development (Coca-cola pitch at W+K)
- Magazine and book layout and design (Monorex)

Jun07 - Jun08 Middleweight Designer, Ministry of Sound, London

Inhouse clients Ministry of Sound, Data Records, Hard2Beat Records, Hed Kandi, Stereo Sushi
Responsibilities

- Project management from brief to artworking and final production
- Concept development & design
- Delivery of on-brand solutions across a broad range of product lines
- Mentoring and assisting in development of junior staff
- Creative design advice to all staff and brands when required

Jan05- Jun07 Designer, Reid Lalor Displays, Sydney Australia

Clients Cadbury Schweppes, Sony, Virgin Mobile, Proctor & Gamble, Target, Revlon, Jim Beam, Jack Daniels, Shimano
Responsibilities

- Point of sale display design & development
- Graphic art concept, development & creation
- 3d modelling and rendering
- Creation of engineering drawings for manufacturing
- Prototype/model making manager
- Website maintenance
- Manufacturing and prototype development

Jan02- Jan05 Senior Designer, H&R Designs, Sydney Australia

Clients Nestle, Stuart Alexander, Ferrero Australia
Responsibilities

- Point of sale display concept design & development
- Graphic art concept, development & creation
- 3d modelling and rendering
- Direct client contact including sales
- Creation of engineering drawings for manufacturing
- Website design and maintenance
- Manufacturing and prototype development
- Warehouse, inventory and factory staff management

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PROFESSIONAL EXPERIENCE

Continued...

2000-2008

Clients

Freelance Designer, Bfourb, Sydney Australia

edtn. Magazine, HDA Bike team, Adam Brindley (Adammada), EDA Point of Sale Solutions, Mak Productions, Kaldi Coffee, The Golden Sheaf Hotel, Burningeve Photography, Cube nightclub, 4Play Productions, Spin Communications, Squa Recruitment Solutions, Rumphukt, Artesian Innovations.

Responsibilities

- Identity/branding
- Graphics, illustration & print design
- Promotional design and artwork recreation
- Web site design, development & maintenance
- Apparel design & screen printing
- POS display design

EDUCATION & TRAINING

2006

Australian Centre for Photography

Photoshop 2 - Advanced course

2006

Autodesk Australia

Inventor 10 - Advanced course

2006

TAFE NSW

Manual Screen Printing certificate 3

2004

TAFE NSW

Manual Screen Print Certificate 1 & 2

2003

Solidworks Australia

Solidworks training certificate

2000

University of Canberra

Bachelor of Industrial Design

1996

Daramalan College

Secondary college certificate

RELATED EXPERIENCE

2008

- Curated 'Golden Brown', a two colour international group art exhibition at Bodhi Gallery in East London.

2007

- Contributing artist - Melbourne Stencil Festival 2007
- Designed published and distributed edtn. magazine
- Semi Permanent Design Conference 2007
- Semi Permanent Design Conference 2006
- Semi Permanent Design Conference 2005
- Rprsnt Design Conference 2005
- Semi Permanent Design Conference 2004

REFERENCES

Available on request