

# SIMON BARNA

## CURRICULUM VITÆ

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## CREATIVE DESIGNER / GRAPHIC DESIGNER / ILLUSTRATOR

- Over two years experience in advertising, brand design and project management.
- Expert knowledge of a wide range of application softwares for office and creative use.
- Attentive typographer and layout designer with an eye for detail and a good knowledge of technical requirements for print and digital executions.
- Over ten years of education in classical perspective drawing and anatomy. Hand-drawing skills suitable for storyboard and layout presentations with adaptable illustration styles.

## EXPERIENCE

- 2011 FREELANCE DESIGNER AND ILLUSTRATOR  
In my freelance practice I have designed visual identities, brochures, websites as well as illustrations and storyboards for a number of clients including Alexandra Halls Consultancy, Asia Catalyst New York, The British Broadcasting Corporation, Bebop Youth Hostel Budapest, The Hungarian Cultural Centre London, Mr & Mrs Wheatley Ltd, UNICEF, Zsolnay Múzeum and Well Advertising.
- 2010 DHM LONDON – award-winning above the line advertising agency in the Soho  
*creative intern (two placements)*  
I have made advertising campaign creatives for Google, Rightmove, Vertu (Nokia), Rushes Post Production and The Creative Circle. Illustrations that I have made for DHM's Adnam's account have appeared in Lürzer's Archive and DesignWeek magazines.
- 2010 THEY.CREATE – award-winning digital agency in Brighton  
*designer / illustrator placement*  
I have made website layouts for Folkestone Fine Art Triennial as well as creating illustrations to decorate the studio's interior walls.
- 2010 STYLOROUGE LONDON – integrated communication agency for the music industry  
*designer placement*  
I have made design work for DECCA records and Island records at the agency that also has created legendary artworks for Blur and Trainspotting.
- 2009 HPS GROUP – integrated brand communication agency in Budapest  
*art director and lead designer*  
As the lead designer of the Snickers, Friesland and Lipton accounts, my responsibilities included the design and production of digital and print materials for event marketing, sales-promotion and in-store promotion campaigns.
- 2008 MCCANN-ERICKSON WORLDWIDE – leading above the line advertising agency of Hungary  
*junior creative*  
As part of a creative team, I successfully contributed to winning pitches for Coca-Cola and Nestlé as well as making layouts and storyboards for Nesquik, T-Home Telecommunications and the Hungarian Oil Corporation (MOL) among the rest.
- 2007 THE UNIVERSITY OF BRIGHTON  
*computer poolroom assistant*  
I was responsible for assisting students with the intranet system of the University as well as providing support with Adobe Photoshop, InDesign, Illustrator, Dreamweaver, AfterEffects, FinalCut Pro and Microsoft Office.
- 2006 WECOLLECTIVE – international art and design workshop at Sziget Festival  
*founder and organiser*  
I was a founding member of the group of 62 international art students (30 British, 30 Hungarian and 2 Spanish). As the leading organiser, I made contact with the Festival organisers, coordinated the students' work and organised their accomodation. I also oversaw the construction of the workshop site and managed the fundraising events of the group.

- 2006 MCCANN-ERICKSON WORLDWIDE, BUDAPEST  
*creative placement*
- 2002 EPER DESIGN BUDAPEST  
*designer assistant*
- 2000 BARNÁ DESIGN – family-owned interior design agency in Budapest  
*designer*  
Over the years I have made numerous contributions to my father's agency as a graphic designer. I have designed presentation layouts, lookbooks, brand guidelines as well as interior graphics and information systems for a number of clients including the Hungarian National Lottery, UBS Bank and Hotel Bambara.
- 1999 HUNGARIAN NATIONAL TELEVISION  
*live show illustrator*

## EDUCATION

- 2008 UNIVERSITY OF BRIGHTON  
*BA (Hons.) Graphic Design*  
My thesis was a comparative essay of brand communication in socialist planned economy and free-market economy.
- 2005 INTERNATIONAL BUSINESS SCHOOL OF OXFORD BROOKS UNIVERSITY  
*BA (Hons.) Business Studies (completed level)*  
Subjects covered include: Principles of Marketing, Introduction to Economics, Mathematics, Computer Skills, Introduction to International Institutions, Managing Skills etc.
- 2004 KATI BARICZ PHOTOGRAPHY WORKSHOPS
- 2003 ZSIGMOND MÓRICZ HIGH SCHOOL  
*Érettségi (baccalaureate)*  
equivalent to A levels in History, Mathematics, Literature, History of Arts and English as a Foreign Language

## SKILLS

### COMPUTER SKILLS:

- Adobe CS5: Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat Pro and Distiller
- Web: Coding: HTML, CSS, PHP, MySQL;  
CMS: Joomla, Wordpress, Indehibit
- Video: FinalCut Pro, Adobe Premiere Pro, AfterEffects
- MS Office: Excel, Word, PowerPoint, Outlook

### LANGUAGE SKILLS:

- English proficient
- Spanish upper-intermediate / conversational
- Hungarian native

## AKNOWLEDGEMENTS

- 2011 DESIGN WEEK  
*featured work in Vol. 26, Issue 6*
- 2010 LÜRZER'S ARCHIVE  
*featured work in Vol. 5/2010*
- 2009 LOLLIPOP BTL AWARDS  
*Silver for Vehicle Design (with HPS group)*
- 2008 IFJÚ PENGE (YOUNG BLADE) CREATIVE AWARDS  
*People's Choice*
- 2005 LEO BURNETT ADCAMP  
*Finalist*
- 2002 ITALIAN CULTURAL INSTITUTE  
*First Prize: 'Avant-garde Arts Today' Essay Competition*