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www.  
**SUIMAN**  
**WONG.com**

## PROFILE

Creative and articulate communicator with a passion for brand and print. Clear thinking, straight talking and efficient, always striving to deliver the most effective and appropriate design solutions possible. I'm a firm believer in gut instinct and big ideas with a keen eye for detail. I don't believe in being creative for creative's sake, sometimes simplicity can be a more powerful tool.

## FREELANCE EXPERIENCE

2016 – 2018	ESSEX COUNTY COUNCIL	In-house senior designer. Projects range from awareness campaigns to creating brand identities and promotional materials for the council's traded service areas.
2012 – 2015	SUIMAN WONG	Creating brand identity systems for Becky's Beauty Room, GB Systems, RH Build and communications for Aveda.
2011	ARTHUR LONDON	A series of re-branding projects for Breast Cancer Campaign, Scope, Thorntons and Vanquis Bank, encompassing brand language and communications.
2003 – 2004	MARKS & SPENCER	Seasonal campaigns from concept through design development to overseeing artwork production, including packaging; in-store communications and POS.
2001 – 2002	START CREATIVE	Brand creation and literature implementation for Fox Williams Solicitors, Royal Mail and Virgin.
2000 – 2001	Other London agencies:	
	ARCADIA GROUP	Working as part of the in-house design team on literature, in-store communication and POS.
	DALZIEL & POW	Conceptual presentations for in-store communications, signage and way-finding for Past Times and Primark.
	ENTERPRISE IG	Implementation of the Arthur Anderson brand, including brand guidelines and literature system creation.
	SMITH & MILTON	Brand and literature guidelines for Axa and Travelex.
	THE PARTNERS	Brand development and guidelines for Telstra.

## SKILLS

SOFTWARE		
	Adobe Illustrator CC	★★★★★
	Adobe InDesign CC	★★★★★
	Adobe Photoshop CC	★★★☆☆

## FULL-TIME EXPERIENCE

1997 – 2000	CONRAN DESIGN GROUP
	Working with creative directors and account managers developing communication strategies and implementation programmes for a wide range of brand identity projects, literature reviews, exhibition design, POS, store communication and some packaging.
	Planning and story boarding client presentations, organising design resource and delegating workload to team members as appropriate. Clients: Allgood, British Film Institute, BT, Citröen, Co-op, Comic Relief, Diesel, First Choice, Ideal Standard, Milliken Carpet, Mövenpick, Sainsbury's, Shell.
1994 – 1997	GREEN MOORE LOWENHOFF
	Responsible to design directors. Projects of various sizes from client briefing, initial concepts through to design development and co-ordination of artwork production to final completion.
	Involved the preparation of fee and cost proposals, print specs, commissions of illustration, photography, typesetting and print. Negotiating with suppliers, maintaining client contact and project management. Clients: APA, Comic Relief, Consumers' Association, Lloyds TSB, London Electricity, Merchant Corporate Design, NatWest, Saur Group plc, Solidar, War on Want.
1997	INDUSTRY ACHIEVEMENTS
	Category Winner, DBA Design Effectiveness Awards Corporate Literature for APA Newsletter
	Finalist, BBC Design Awards Corporate Identity and Literature for APA
1993 – 1994	LAPOT
	Assisting senior designers on a range of different sized projects as well as managing smaller projects from concept to production. Clients: Cable & Wireless, Citibank, Courtaulds Textiles, MAFF, Smith & Nephew.

## EDUCATION

1992 – 1993	BUCKINGHAMSHIRE COLLEGE OF BRUNEL UNIVERSITY BA Hons Degree Graphic Design
1990 – 1992	BUCKINGHAMSHIRE COLLEGE OF FURTHER EDUCATION BTEC HND Graphic Design & Advertising
1988 – 1990	BARKING COLLEGE OF FURTHER EDUCATION BTEC OND Graphic Design
1983 – 1988	THE ALBANY SCHOOL 10 GCSEs including Art, Biology, Design & Technology, Computer Studies, English Language, English Literature, Graphic Communication, Life Skills, Maths, Sociology.

## PORTFOLIO

1. SCOPE  
Brand identity
2. GB SYSTEMS  
Brand identity
3. THORNTONS  
Brand refresh
4. AVEDA  
Staff magazine
5. BECKY'S BEAUTY ROOM  
Brand identity
6. M&S  
Halloween seasonal campaign + packaging
7. ECL  
Marketing Toolkit
8. VANQUIS  
Brand refresh
9. RH BUILD  
Brand identity
10. ESSEX COUNTRY PARKS  
Marketing Collateral

