

# GARY SIMONS

## ART DIRECTOR

07751 165609  
garycsimons@gmail.com

### PROFILE

I am creative, hard working, enthusiastic, very accurate and always hit my deadlines. 20 plus years working at a high level in the magazine industry, from glossy monthlies to weeklies, and contract publishing.

Very experienced in organising and art directing photo shoots, from fashion, food, interiors and lifestyle to celebrities.

Lots of experience running Art Departments and mentoring younger designers. I design my products to be as engaging, stylish and visually impactful as possible.

### QUALIFICATIONS

**Lincolnshire College of Art and Design**  
1988-1990  
BTEC HND (Graphic Design)

**Ware College, Hertfordshire**  
1986-1988  
BTEC OND (Graphic Design)  
A level Art  
City and Guilds Design for Print

### REFERENCES

**William Drew**  
GROUP EDITOR |  
The World's 50 Best Restaurants and  
The World's 50 Best Bars  
William Reed Business Media  
william.drew@wrbbm.com

**Karen Stylianides**  
DEPUTY EDITOR | House Beautiful  
Hearst Magazines  
karen.stylianides@hearst.co.uk

### ART DIRECTOR | Attitude Magazine

Stream Publishing | Feb 2017 - Present day

- Producing 13 issues a year of the UK's best selling gay lifestyle magazine.
- Concepts for, and art directing photo shoots.
- Creating iPad issue.
- Creating behind the scenes videos and 'moving covers' for iPad.
- Creating visual content for social media.
- Continuously pushing the design of Attitude to keep it fresh and exciting.
- Checking and pdfing pages and uploading to the printer's website.

### ART DIRECTOR | Liberty Magazine

Stream Publishing | July 2016 - Feb 2017

- Creating a glossy in-store magazine from scratch for Liberty of London.
- Concepts for, and art directing fashion, interior and still life photo shoots.
- Commissioning photographers and sourcing location spaces for shoots.
- Working with clients to produce the best product to suit their needs.

### FREELANCE ART DIRECTOR

Aug 2014 - July 2016

- Regular work for OK! Magazine, John Brown Media, The River Group, Square Meal, Sunday Mirror supplements, Notebook and Love Sunday.
- Four month project producing George at Asda's Spring/Summer 2016 Homes Catalogue for Hearst Magazines. Planning concepts and art directing three weeks of back to back interiors photo shoots in location houses and studios. Designs and concepts for layouts and page furniture. In charge of all repro, using digital asset management system Eimage for image retouching, proofing and print ready PDFs.

### ART DIRECTOR | Restaurant Magazine

William Reed Business Media | April 2008 - Aug 2014

- Restaurant Magazine is a glossy monthly title for professionals in the restaurant and hospitality sectors.
- Four times winner of 'Designer of the Year' at the William Reed Editorial Excellence Awards.
- PPA 'Monthly Business Magazine of the Year' 2010, and shortlisted for 2012.
- Commission illustrators and photographers, and art direct all photo shoots for covers and features.
- Produce logos, marketing, supplements and related material.
- All aspects of production, from flatplanning, workflow, pdfing, uploading to the printer's website.
- Create digital edition, Static and rotating web banners and Prezi presentations.
- HTML to produce HTML emails and newsletters.
- Mentor and develop other designers and manage freelancers.

### ART DIRECTOR | Drinks Group of Magazines

William Reed Business Media | Sept 2002 - April 2008

- Running Art Department of four designers.
- Develop the design of seven publications for the bar, pub and hospitality sector.
- Responsible for all redesigns and launches for my titles.

### FREELANCE ART EDITOR

Nov 2001 - Sept 2002

- Two months at IPC Media as acting creative director for Southbank Solutions.
- Rolling booking for IPC Media, art directing celebrity magazine, Now's, quarterly offshoot fashion and beauty title, Star Style. Did three issues.
- Rolling booking for Forward Publishing, producing a quarterly magazine for Tesco where I was involved lifestyle and food photo shoots. Did three issues.

### ART EDITOR | Inspirations for your Home

GE Publishing | April 2001 - Nov 2001

**ART EDITOR | Theatregoer**  
Axon Publishing | Sept 2000 - April 2001

**SENIOR DESIGNER | Ideal Home**  
IPC Media | Sept 1998 - Sept 2000

**SENIOR DESIGNER | That's Life!**  
Pacific Publications, Sydney, Australia | Oct 1996 - Aug 1998

**FREELANCE DESIGNER**  
Jan 1996 - Oct 1996

**SENIOR DESIGNER | Eva**  
IPC Media | Nov 1994 - Jan 1996

**DESIGNER | 2-1 Cookery Collection**  
Marshall Cavendish | Dec 1993 - Nov 1994

**DESIGNER | Take a Break**  
H Bauer | Sept 1991 - Dec 1993

**JUNIOR DESIGNER | TV Quick**  
H Bauer | Dec 1990 - Sept 1991