

# Leon Harrocks

# Curriculum Vitae

## Hello

My name is Leon Harrocks, I am a graphic designer and my mission is simple: to create beautiful, striking and memorable work. I feel a witty idea and sound rationale are key to the success of every project.

The passion I have for my profession means that I treat every project with respect – from new identities, brand guidelines and brochures, to websites and art direction.

I pay attention to detail. I love to create eye-catching colour palettes and choose the right typeface for the job, sometimes I design my own. I like working with photographers and illustrators and enjoy the process of realising my concepts. I work closely with copywriters and also write headlines and copy for guidelines.

## Recent

### Kino

NDA Project

08.16–09.16 : Freelance

02.16–04.16 : Freelance

### Instinctif Partners

NDA Projects

07.16–08.16 : Freelance

### Truth

NDA Project

05.16–06.16 : Freelance

02.16 : Freelance

### Brand Communications

Optimentus : Re-brand Concepts

10.15–11.15 : Freelance

### Harrison Fraser

NDA Project

09.15–10.15 : Freelance

### Imagination

Jaguar Land Rover : Event Branding

Canon : Event Experiential Design

08.15–09.15 : Freelance

### Bell Integrated Communications

University of Reading Malaysia :

Brand Development

03.15, 04.15, 06.15–07.15 : Freelance

## Selected

### Ogilvy Group UK

Philips : Advert

UBS : Brochures, Posters

Volvo : Sustainability Report

07.11–02.15 : Permanent full-time

01.11–06.11 : Rolling contract

### Landscape

(Formerly Spinner)

AXA : Brochure, Microsite Interface

11.10–12.10 : Freelance

### Central Office of Information (COI)

Criminal Justice System : Posters

HCA : Brand Identity, Guidelines

NHS : GP's Kit : Folder & Inserts

07.08–10.10 : Permanent full-time

### Spinner

Equiniti : Brand Launch

07.07–12.07 : Rolling contract

### Interbrand

Epson Printers : Brand Guidelines

10.05, 11.05–02.06 : Freelance

### Lloyds TSB

bringme : Brand Refresh, Guidelines,

Brochures, Leaflets

01.05–05.05 : Fixed-term contract

### Ogilvy Primary Contact

(Now Ogilvy One dnx)

BP : Sub-brand Styling, Brochures

Thales : Sub-brand Identity

XO Comms : Brand Refresh, Brochures

01.01–08.02 : Permanent full-time

## Referees

### Ryan Sales

Creative Director : Landscape

rsales@yourlandscape.co.uk

### Keith Vernege

Creative Director : OxoEve (Ex CD COI)

keith@oxoevercreative.com

## Education

### Kingston University

BTEC Higher National Diploma in

Graphic Design : Passed at Merit level

09.96–07.98

Knights Park, Kingston Upon Thames :

Faculty of Art, Design & Architecture

### Kingston College

BTEC National Diploma in

Graphic Design : Passed at Merit level

09.93–07.96

Richmond Rd, Kingston Upon Thames :

School of Art & Design

### University of Westminster

German Evening Language Programme

10.13–06.14 : Year 1

10.14–06.15 : Year 2

Regent St, Central London : Faculty of

Social Sciences & Humanities