



### The quick version

- Twenty eight years experience in Graphic Design + Brand Strategy.
- Has single-handedly nurtured over 200+ unique brands into fruition.
- Able to design and produce print, web, packaging and environmental design from concept to completion.
- Has won several AGDA and AWARD awards, and been published in *Graphis*.
- Has spent four years as a Senior Lecturer in Applied Design, Typography, and Illustration.
- Has been shaped by some of the best designers in Australia.
- Has worked on a pitch for a banknote for the Reserve Bank of Australia.
- Is looking for a senior position in a creative environment, with decent coffee and background music.



### Contact Information

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## Work History

May 2017 – May 2020

Creative Coordinator | Perisher Ski Resort [Vail Resorts Australia]

Since 2017 I had been the Graphic Designer/Creative Coordinator of Perisher Ski Resort.

My principal role has been the revamp of the internal food outlets, bars and cafés: with full creative control over the Interior fit-outs, uniforms, environmental signage systems and decor — to enhance the Vail brand-experience to all of our guests, regardless if they ski or not.

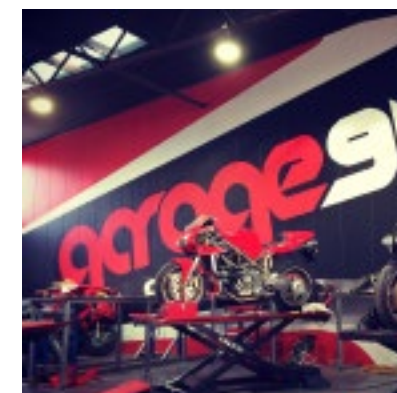
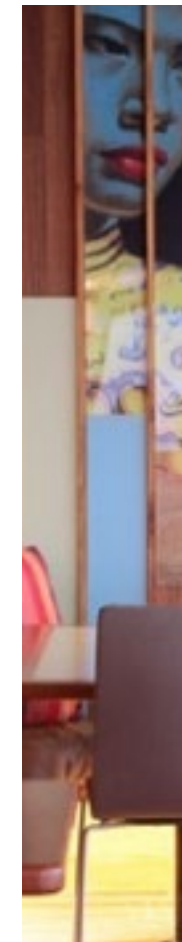
I have revamped, Bazil's Sports Bar [launching in 2020] Holy Cow, Jax Café + Bar, The Blue Cow Bistro; Yama Noodle Bar; On-the-Run Pizza Bar; Cowpuccino and The Ol' Stamping Grounds. The principal part of the job was liaising with the Civil + Building teams, as well as specifying artwork with clothing manufacturers, and signwriters.

Once the ski season was underway, I was working within the Marketing Department, promoting all the in-house on-and-off snow events, such as food + alcohol festivals, ski + snowboard competitions as well as promoting visiting bands and acts.

Jan 2010 - April 2017

Designer | Owner | Rockerfella Industries.

Since 2010 I was running my own design firm in Jindabyne NSW. Working for varies clients such-as: Faster Pussycat, Murray's Craft Brewing Co, Hardcore Logo; Miskonduct Garage; Jindabyne Brewing; Bovine + Swine; The Australian Professional Snowsports Instructors; and musical acts such as The Porkers, Scotty Baker, and Mikelangelo. During this time, I have been doing all my own Illustrations; typography; pre-press and administration — trying my hardest to prove that design can cut-through when marketing budgets are short, or even bereft.





# Simon Blazey

Art Director | Graphic Designer

Jan 2007 - Jan 2010 | Jan 1995 - June 1998

Senior Designer | Harcus Design, Sydney.

Projects included major branding overhauls for a number of companies including: Yalumba Wines; MAN Financial; Deans Property; O4; Voyages Hotels and Resorts; AC Properties and Kreglinger (wines) — to name a fraction. Big budgets and bigger stakes.

Highlights however were no doubt: The branding and interior Design of the OBar, Surry Hills; and being invited to pitch for the \$10 Dollar Note for The Reserve Bank of Australia.

During this time my design work was the recipient of about 5 AGDA and AWARD awards, and an illustration published in *Graphis*.

Jan 2003 - Dec 2006

Senior Lecturer, Sydney Graphics College.

Apart from Lecturing four days a week — on a Degree Course — in First Year Typography, Second Year Applied Design + Illustration, and Third Year 2D + 3D Illustration, my duties were many.

Apart from running the file server, managing other lecturers and their requirements — fairly taxing on a good day — I also sat on the advisory panel, as well as working on the marketing and promotional side too.

One highlight was coordinating (and coercing) a number of otherwise busy guest lecturers to deliver a 2 1/2 hour not-so-handsomely paid lecture every Friday morning. Speakers I managed to wrangle were people such as Harry Williamson, Craig Shuftan, James De Vries, Julian Canny,



# Simon Blazey

Visual Merchandiser | Interior Designer | Brand Strategist

Andrew Lewis, Reg Mombassa, Ray Hughes, Paul Priday, Ken Done, Bruce Petty, Annette Harcus and Graeme Rendoth to name but-a-few.

But the OTHER was tutoring; mentoring; developing and/or honing the skills and *graduating* HUNDREDS of design students, many of whom have gone on to flourish in the design; advertising; illustration; digital and publishing sectors, both here and internationally.

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## Jan 2000 - Dec 2003

Head of Design | Documenta, Sydney

In 2000, I came on board with *Documenta* — a powerful (but now sadly defunct) back-end programming company — to run their design arm: *Documenta Creative*, and a number of *huge* government and corporate websites were born, where interface and style had equal footing with functionality.

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## Jan 1994 - June 1995

Designer, Karina Wood Design, Sydney

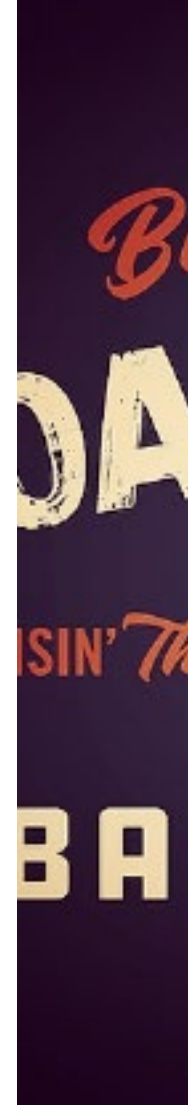
My time at Karina's was a great opportunity to branch-out and test myself as a designer, as Karina had a number of clients who requested new, fresh and invigorating work. My learning curve was steep and steady.

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## Jan 1992 - Dec 1993

Apprentice, Viewpoint Visual Arts, Sydney

Being offered an apprenticeship with Viewpoint/Coca Cola Amatil was the most valuable experience I have had career-wise. I rely on this background and understanding with pre-press and its perpetual dangers.



# Simon Blazey

Fighter for the little guy | Hardly an enemy to the big guy

## Education History

- Dec 2006 Graduate Diploma (Multimedia) Sydney Graphics College.
- Dec 1999 Bachelor of Design (Graphics) Sydney Graphics College. Distinction Level.
- Dec 1992 Diploma (Print Production) St Leonards TAFE/Viewpoint Visual Arts.

## Praise

He's sharp, he's witty and he's a great graphic designer. Simon has ideas and always maintains a firm grasp on the big picture.

Julian Canny | Art Director | Australia Design Legend

Simon has a wealth of ideas, and knowledge... and humour — I had a lot of laughs in the designing stage. Working with Simon was a quick, painless and fun experience... I'd recommend him in a heartbeat, no hesitation... Just remember to be ready to laugh. A lot.

Scotty Baker | Rockabilly Artist

Simon was great to work with. He has the uniquely complimentary attributes of being both casual yet professional, dependable yet flexible, creative yet compliant.

Tim Kinnane | Owl + Fox



## Simon Blazey

We never talk any more | We need to talk.

### High Praise

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Simon is a creative and multi skilled designer with experience across numerous disciplines, with his illustrative strengths shining through. This coupled with his technological skillset makes him an enviable asset to a studio.

With his personable and approachable nature, Simon has built and led effective teams and developed strong client relationships, earning his client's ongoing trust and confidence.

Simon is passionate about all his projects, handling the process from concept to completion. In the varied types of projects he has undertaken, from brand identity to packaging and their applications across print to web, Simon tackles all with enthusiasm and passion, investing each with his distinct personality, wit and visual language. His illustrative ability really comes to the fore in realising ideas into an engaging and memorable expressions.

Annette Harcus | AGDA Hall of Famer | Australian Design Legend

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