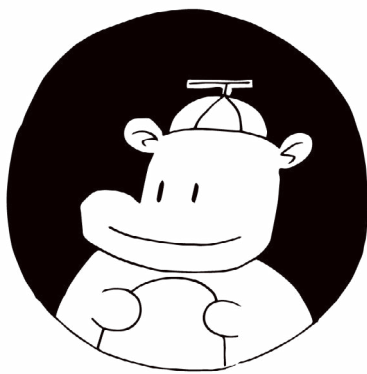




Simon Scheer

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Freelance designer, photographer, and videographer with a BFA in Studio Art and considerable experience in publishing, branding, and illustration. Seeking a position in the graphic design field to expand skills in branding and social media content development. Self-motivated and ready to make an impact as part of an inspiring team. Always open to feedback and striving for excellence in design and communication.

Education

Bachelor of Fine Arts in Studio Art

Emphasis in Graphic Design

Grand Valley State University, MI / Graduated April 2023

Professional Experience

Founder & Lead Graphic Designer

Roundabout Monkey Comics | Grand Rapids, MI | February 2020 - current

- Create quality logos and branding for small businesses in the Grand Rapids area including Pisces Candles, Common Cents Bookkeeping, and Refreshed Cleaning
- Designed the Every Women's Place 2021 Annual Report, a 20-page digital document reaching upwards of 1,000 people
- Collaborated with students from Grand Valley's Computer Science department to create and implement a wellness app for GVSU's women's soccer team, using Figma and Illustrator
- Self published 23 comics and three full-length graphic novels, which are sold in nationally-recognized comic book shop Vault of Midnight, as well as on my website

Graphic Design Specialist

Language Service Associates | Horsham, Pennsylvania | February 2024 - February 2025 (remote)

- Contributed to the creation and editing of engaging and compelling content for LSA's digital marketing channels, ensuring alignment with their brand's voice and objectives
- Created and designed visual content for marketing materials, including brochures, infographics, sales sell sheets, postcards, case studies, banners, direct mailings and video content—this included the LSA 2024 Cookbook, which reached 300 people
- Collaborated with the team to execute and optimize online marketing campaigns to help provide language services

Graphic Design Intern

BBA Gallery | Berlin, Germany | December 2023

- Assisted in advertising for events such as the gallery's annual Photography Prize
- Created graphics for the gallery's social media platforms
- Participated in preparation and tear down of gallery events, including packaging art pieces for shipping

Graphic Design Intern

Skate International Distance and Supercross Association | Miami, Florida | July 2023 - current (remote)

- Creating graphics and layouts for booklets, product illustrations, website graphics, and logo iterations
- Contributed updated logos and graphics in the organization's 2024 branding campaign
- Meet bi-weekly with organization heads to further develop their College and Internship Programs, and help support their mission of promoting skateboard competition and racing
- Designed the organization's 2023 annual report

Student Staff Graphic Designer

GVSU Promotions Office | Allendale, MI | August 2021 - November 2022

- Interacted with on-campus clients and external vendors to create print and social media materials with a campus-wide reach
- Maintained the office's archive of images, photos, and previous projects
- Created branding, signage, and promotional materials for Laker Family Weekend, which saw over 1,000 people
- Manage project deadlines and aided in the production and distribution of promotional materials

Exhibitions

Solo Exhibitions

- How to Draw Comics, Meadowbrook Elementary School, Grand Rapids, MI, 2017 - 2021

Group Exhibitions

- unRaveled: Senior Graphic Design Senior BFA showcase, Calder Art Center, Allendale, MI, 2023

Tools & Technologies

Adobe Creative Suite

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Animate
- Adobe Premier Pro
- Adobe After Effects

Google Suite

- MS Suite
- Hand drawing
- Animation & motion graphics
- Figma