

ABOUT

1989 - present

I'm Simon Friis, farmboy from Denmark and born with a pencil in my hand and the world as my paper. My love for drawing has become a visual language for me, a way to see and experience the world. I am however not an illustrator, but I use illustration to move within the dimension of visual communication and graphic design. I challenge myself creatively, trying new platforms or finding new media, communication is the key. I have an imaginary approach to visual communication, staying curious and open-minded. I believe that everything and everyone has a story to tell. Stories are a mixture of memories, emotions, paradoxes and sensations, and as a graphic designer, illustrator or artist, one has to work with, write, discover or nurse these stories. To me the story is the bridge between communication and design.

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(the past)

(2008)

(the future)

Photoshop:



InDesign:



Illustrator:



Flash:



Html/CSS:



Pen + Paper:



Design Visualization

Illustration, layout, typography, photography wireframing,

Creative Concepts

Branding, Creative Strategy, Media planning, advertising

Illustration

Sketching, storyboard, drawing, digital painting



MY EDUCATION

05 - 08

Varde, Gymnasium
STX, general studies
•English
•Biology

08 - 10

Esbjerg, Business Academy Southwest
AP Degree, Multimedia design
•Digital communication
•Design theory
•Business analyzis

08 - 10

Esbjerg, School of Culture
Visual Arts Foundation Course
•Classical drawing
•Art/style history
•Sculpting

"Imagination is more important than knowledge"

PHILOSOPHY

STUDYING

10 - present

Haderslev, School of Visual Communication
BA, Design and Visual Communication
•Identity and Branding
•Creative design and communication
•Advertisement concepts



12 - present

WeDecide A/S
Freelance Graphic Designer
•Identity design

12 - present

Young Enterprise
Freelance Graphic Designer
•Poster design
•Event-Identity design

WORKING

TOOLBOX