

Harry Sutherland-Hawes

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PROFILE

I have over 20 years experience in brand development, packaging and print, as well as digital. I deal directly with both clients and suppliers, developing briefs, ensuring jobs run smoothly and meet key deadlines within budget.

Independent for many years, I am used to both managing teams and being part of a team. I can run several projects concurrently (from briefing to delivery), typically varying in size from £1k-50k. Clients trust and expect me to take on a project and see it through to successful completion. And although I'm good at client relations - over 90% of my clients rehire me - I'm not too proud to do any 'grunt' work a project might require.

I'm experienced in art directing photoshoots and illustrators, overseeing a job through to production - sourcing and liaising with other suppliers supervising press passes as a project requires.

My technical skills include expertise with all the usual software - Photoshop, Illustrator, InDesign, Figma and the Affinity suite. Additionally, I can hand-code html/css to W3 standards, and can also edit video and create simple motion graphics.

People are sometimes kind enough to share thoughts about working with me.

"Thank you for all your hard work and inspiration on MLP. You have helped make it the most important program we have within GSKCH at the present time."

– PETE DORNIFE, GLAXOSMITHKLINE

"The results speak for themselves... I had high hopes for significant progress but I never imagined that we could see such an improvement."

– STEVE HAYES, OUTSIDE IN

"Thank you so much for all of your ideas, creativity and last minute deadline responsiveness!"

– BARRY HORGAN, PETRO-CANADA

"Very, very well done – very engaging and exciting – really stimulated the team."

– TIM WRIGHT, GLAXOSMITHKLINE

"From my perspective, the project couldn't have gone more smoothly and you have been very flexible and generous with your time."

– ROWENA VESTEY, DESIGN LEADERSHIP PROGRAMME, DESIGN COUNCIL

QUALIFICATIONS AND MEMBERSHIPS OF PROFESSIONAL BODIES

Member, Chartered Society of Designers (I served on membership committees)

Member, The Typographic Circle

BA (Honours) Graphic Design, London College of Communication

Art Foundation Diploma, West Surrey College of Art & Design

SELECTED COMMISSIONS

GlaxoSmithKline

Development of the Marketing Leadership Programme.

Brand development, brand guidelines and programme material (worksheets, information manuals etc). Ideation, art direction, design, artwork, print production

Diageo

Brand development and marketing materials for the Single Malt Whisky Flavour Map campaign.

Ideation, art direction, design, artwork, picture research, print production

11 London

'White label' brand development for a new pharma drug. Ideation, art direction, design,

Petro-Canada

Design for print, including brochures, training handbooks, event invitations, publicity ads, and exhibition stands. Art direction, design, print production, liaison with exhibition contractors

Outside In /Lumie

Brand development, packaging and design for print. Naming, ideation, brand work, art direction, design, artwork

Academy for Mathematical Sciences

Brand development and design for print. Ideation, art direction, design

Empower New Energy

Bi-lingual (soon to be tri-lingual) website redesign and build for a Norwegian company providing solar power to medium size businesses throughout Africa

Isaac Newton Institute for Mathematical Sciences

Creation and design of assorted communication materials: brochures, Annual Reports, Programme posters, event materials, banners, etc.

LeadaMarket

Design and production for a wide variety of B2B communications: creating brochures, newsletters, flyers, email campaigns, webinar landing pages, and other promotions for companies such as Tech-Data, Microsoft, Prodec and others.

Fortnum & Mason

Design and production of the Wine Lists, Food Catalogues, Fine & Rare Teas brochures, and various other marketing materials. Design for print, art direction

Past clients include: London Underground, The Environment Agency, Jordan F1, Latymer Upper School, EnglishScore, Cambridge-MIT Institute, The Foreign Office, Steinway Furniture Finishes, Storegga.

Work samples available at www.harry.sutherlandhawes.co.uk

AWAY FROM DESIGN

If the weather's reasonable I'll be out cycling or flying kites; if it's chucking it down I'll be in the cinema, a gallery, the pub or making music (of sorts).