

Selected work 2015 - 2026



# Design Portfolio

Simon Flegg

Hi!

# Welcome to my portfolio

Grab some popcorn...lets go!

**Presented by**  
Simon Flegg

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Book of  
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*"Looking at life with a sense of humour, but with serious convictions"*

## Simon Flegg

### Born

21st August 1980

Male / Christian / Married

### Address

23 Littlehaven Lane  
Horsham  
West Sussex  
RH12 4JF

### Contact

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### Educational Background

1991-1996  
7 GCSE's - Colbayns High School

1997-1999  
GNVQ Art & Design - Distinction

1999-2001  
BA Hons Graphic Design - 2.1

### Work Experience

- PebblePad | Senior Designer | 2022 - Current
- Hub Graphics | Director / Designer | 2014 - 2022
- Greaves Design | Agency freelance | 2012 -2014
- I ventured out into care work during this period (I have some stories!)
- Land & Marine 2001 - 2004 (Graphic Designer)
- Ambit Technology 1998 - 1999 (Graphic Designer temp)

### Interests

Design, Art, Fitness, Church, Rabbit Holes!

### Software Skills

Illustrator, Photoshop, Indesign, XD,  
After Effects, Figma, Wordpress, MS Office

branding, logo design, graphic design  
website design, illustration, stationary  
packaging, signage, editorial design  
infographics, presentations, typography

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## Statement

I like to get to the point. So here goes! I have been in the design industry for 18 years. The last 3<sup>1/2</sup> as an in house designer for PebblePad, working in the marketing team. Before that I had my own business for over 10 years, gained extensive experience specialising in helping launch businesses with their brand strategy and visual identities. From initial sales to full completion of design projects working with other agencies where required. Advising on technical and practical aspects. In working with other agencies I have created over 300 websites.

Good communication is key to my work ethic. I like to just say it as it is and be a person of my word. Trust is everything when it comes to business, it doesn't matter what industry you're in. Having this attitude resulted in repeat custom when I had my own business, shame that stupid pandemic put an end to it!

The role I am looking for now should challenge me of course but I work best when I can really get to grips with the core of a business, what is really at the heart of what you're doing, then I can translate that visually. It's never just about how something looks. It goes much deeper than that. Let's discover that together.

No LLM was used in the creation of this statement!

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## Experience / Skills

- + Creative lead within a marketing team for online and in person events.
- + Working with sales, product and SLT teams to complete projects.
- + Presentation of ideas and concepts to senior stakeholders
- + Manage multiple projects and prioritise workloads from sales to completion.
- + Provided brand workshops for clients to plan and develop brands that meets desired objectives.
- + Collaboration with developers and product managers in creating presentations.
- + Creating all visual assets to be used by businesses, logo, stationary, print collateral, signage, digital ads, websites and more.

# PebblePad

Current Role

Since: 2022

Over the last 2 and a half years I have lead on all design projects, refreshing all collateral and touchpoints for the company.

Brand Identity

Website Design

Social Media Posts

Long form documents

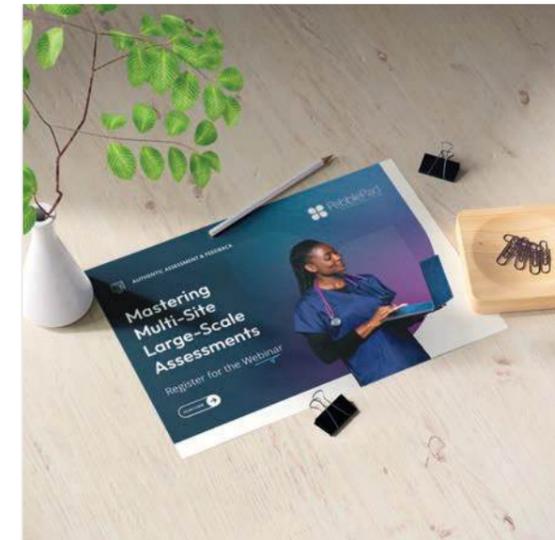
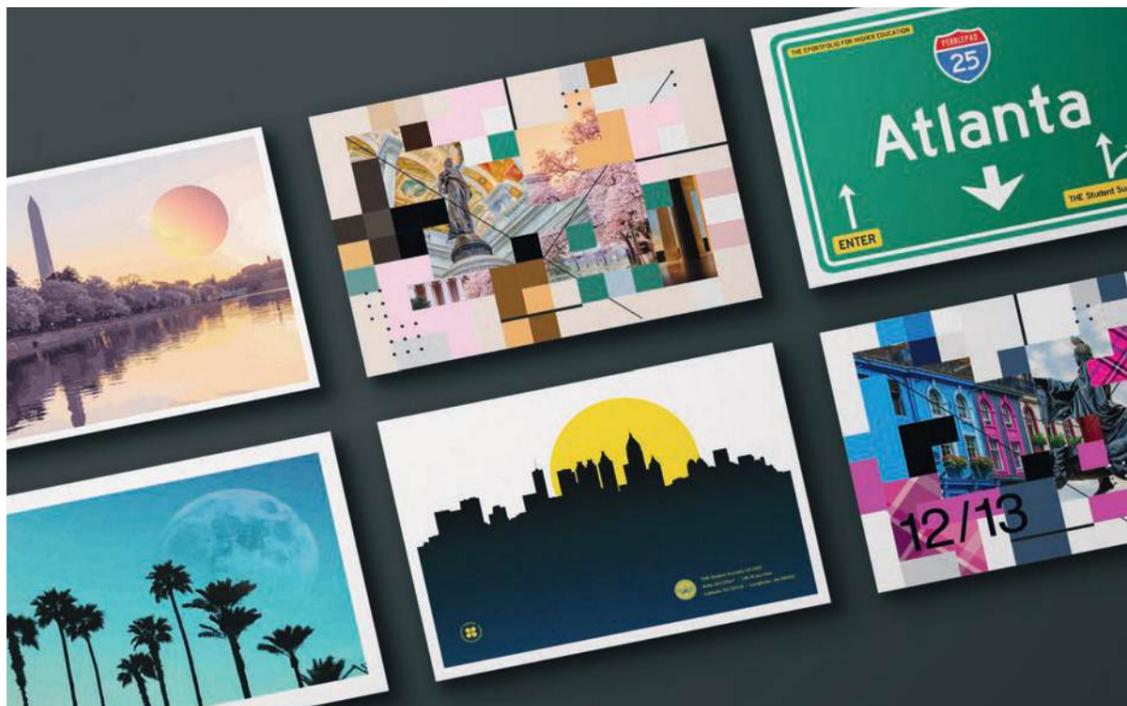
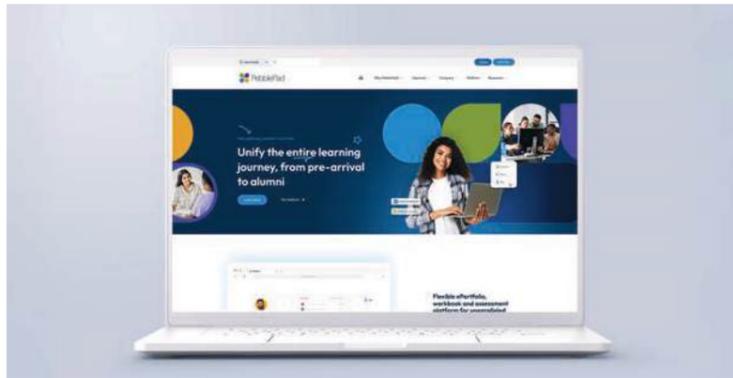
Illustrations

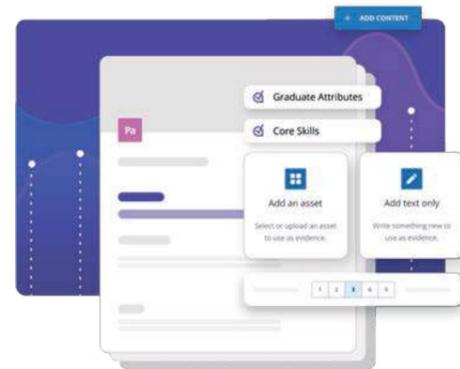
Infographics

Iconography

Signage & Packaging

Animations





# West Sussex Music

Branding & Website Design

Year: 2021

From strategy workshops, ideation of the re-brand to full completion of all assets used for the future of the organisation. Advising of the new website with outside web agencies.

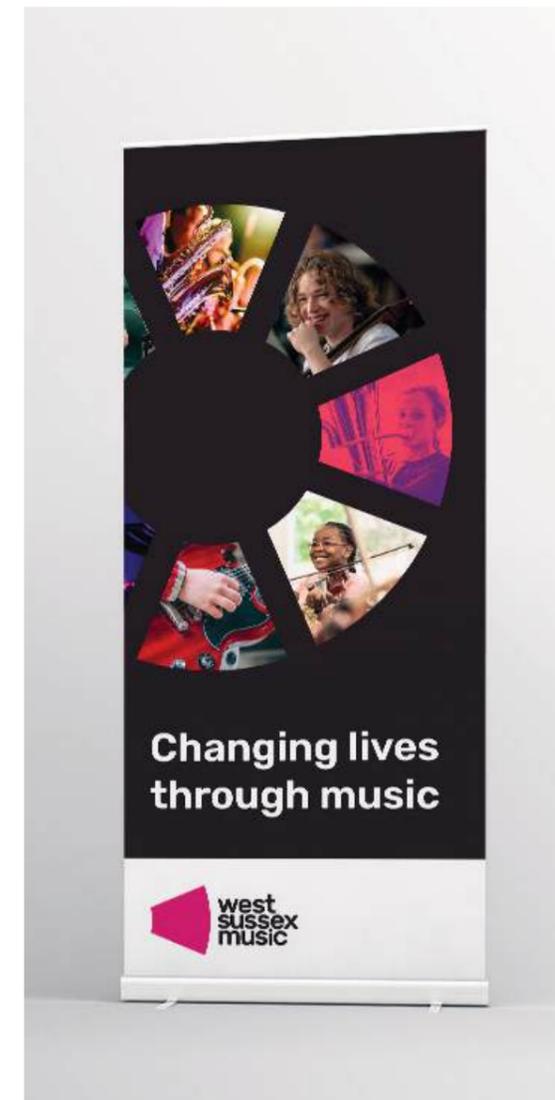
Brand Strategy

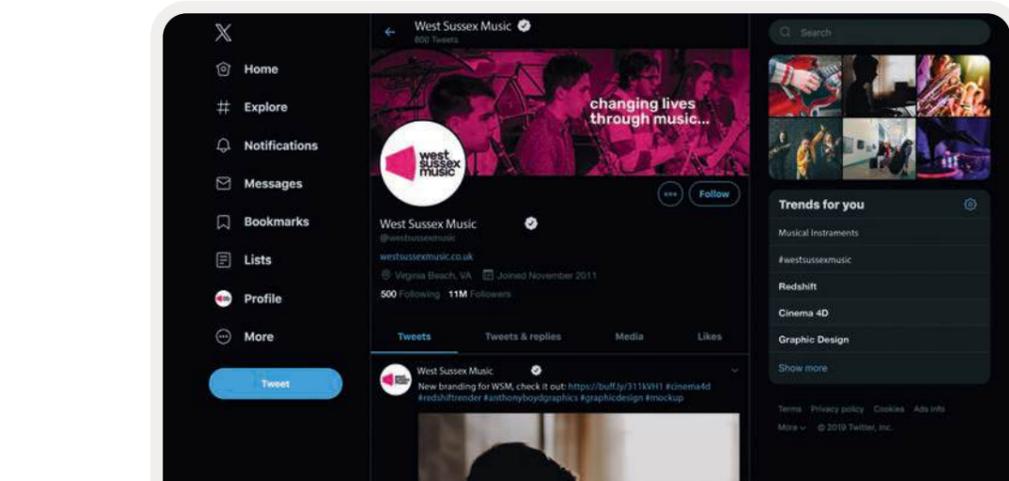
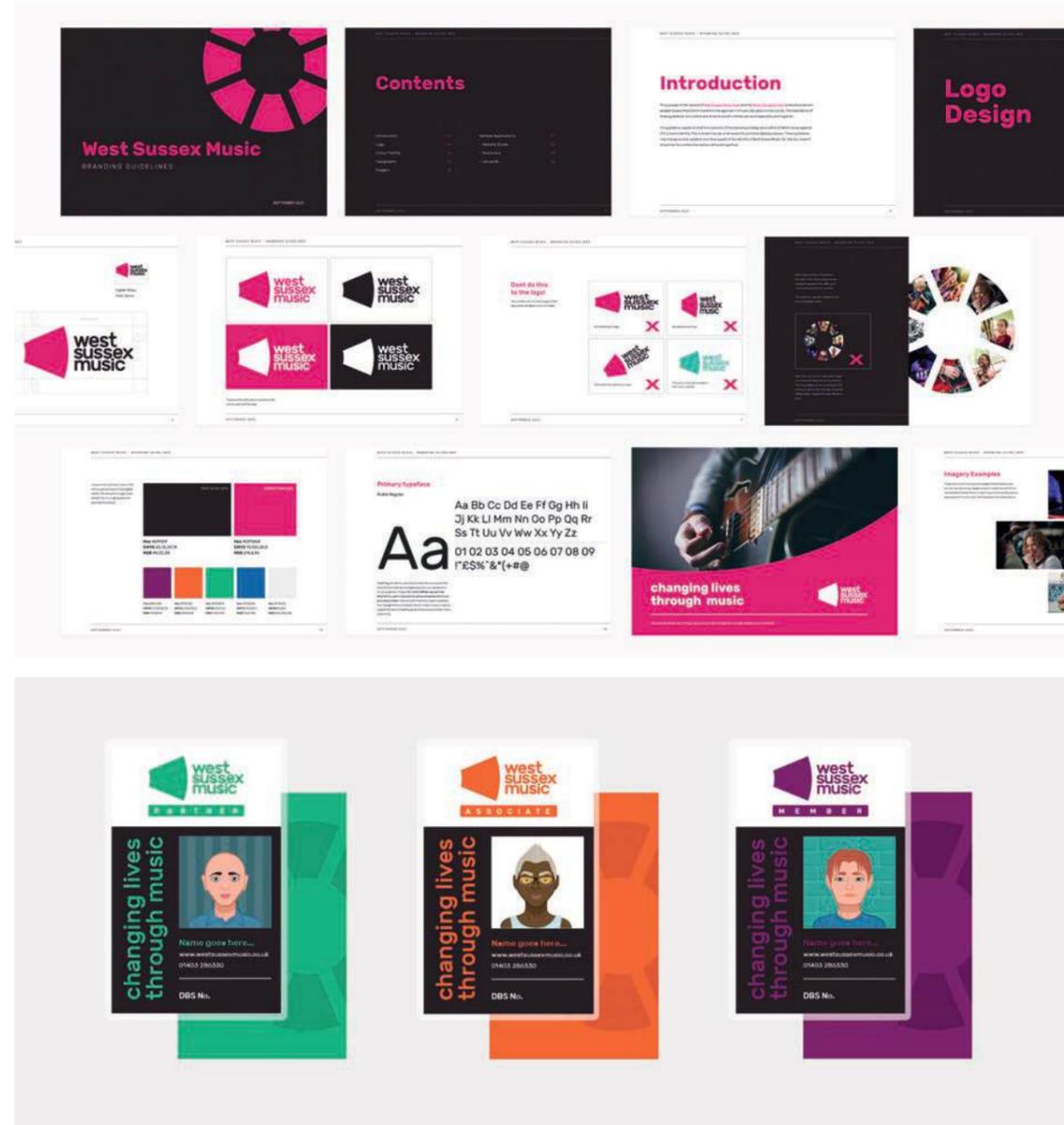
Brand Guidelines

Logo Design

Website Design

Iconography





# Ambler Group

Branding & Social

Year: 2022

A new company setup in West Sussex. They needed multiple assets to first promote and build the new business. I provided them with the tools and designs needed to take it to the next level.

Logo Design

Social Media Posts

Iconography



# Hi Street Delivery

Branding & UI Concepts

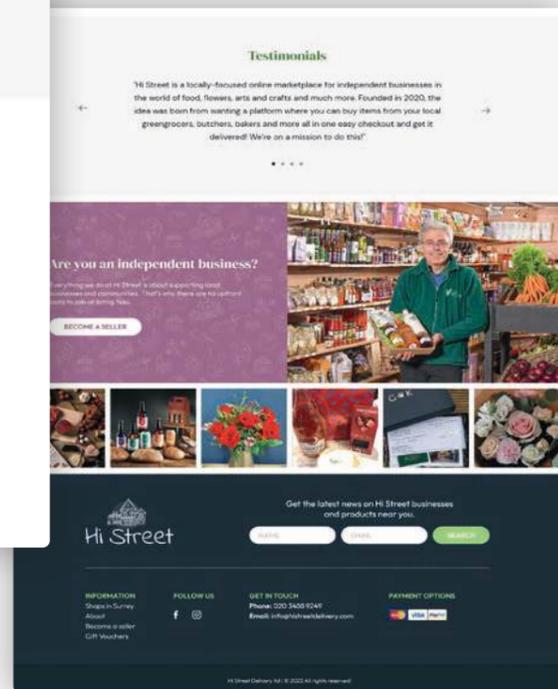
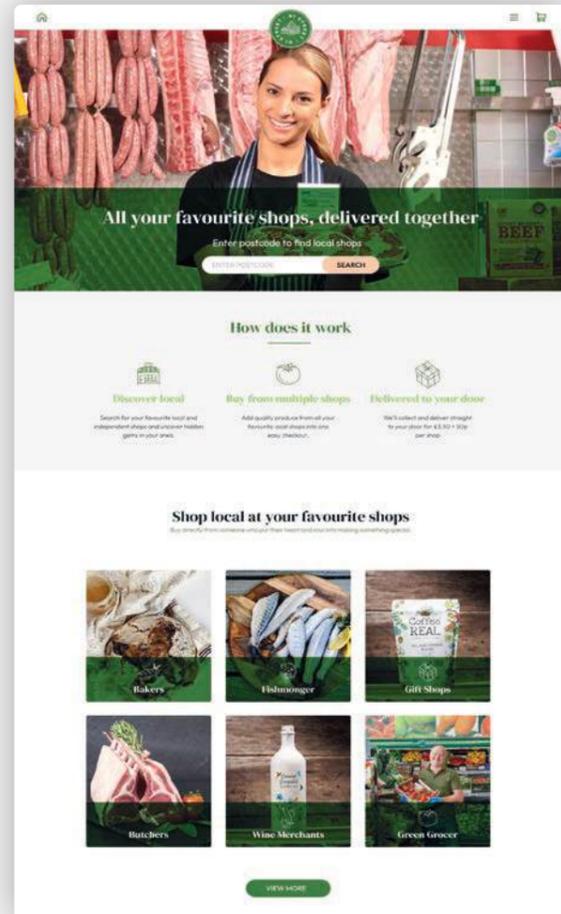
Year: 2020

Logo Design

Website Design

Iconography

Hi Street Delivery was a pop-up food delivery company which popped up during the pandemic in 2020. We created the brand and order system to provide local people with local produce. I worked with a web design agency to create the order system.



# Move Revolution / Sub-brands

Branding & Website Designs

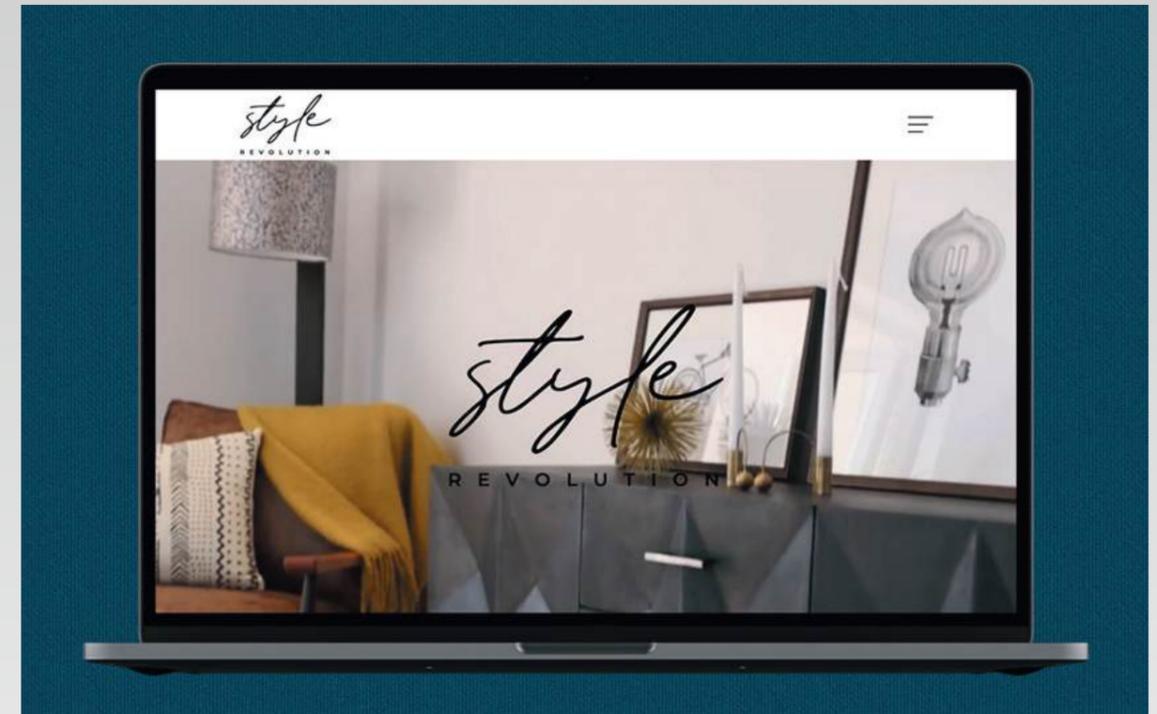
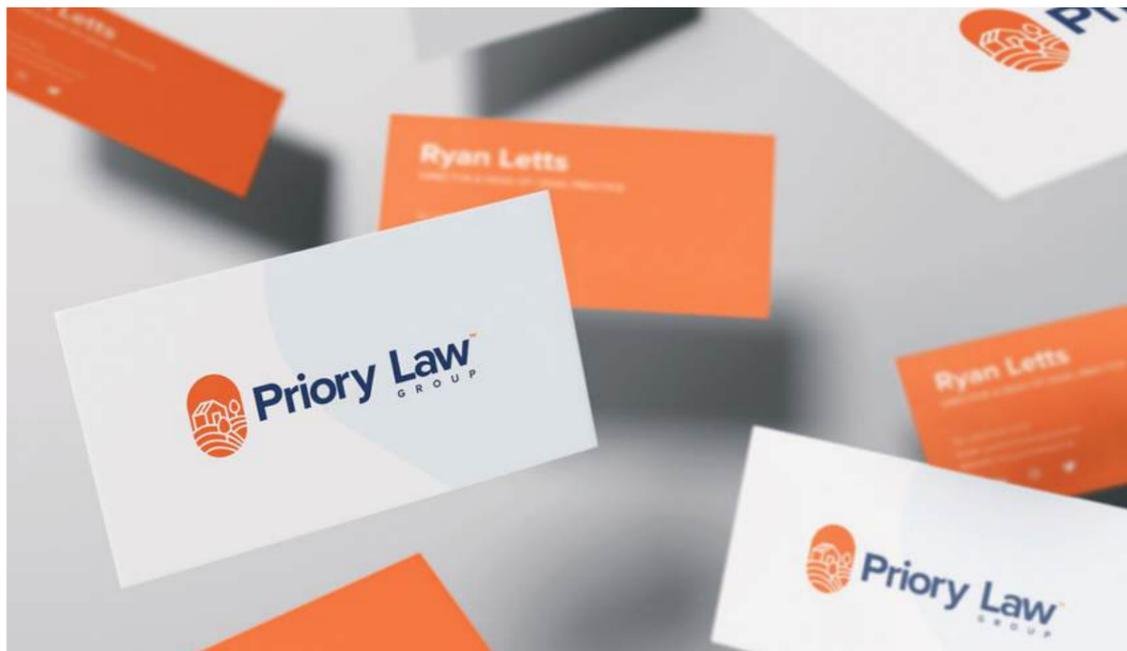
Year: 2018+

Logo Designs

Brand Assets

Website Designs

Move Revolution took on new ventures in different property markets starting in 2018. Together I shaped the sub-brands identities. Some of which have since become independant companies. It was a pleasure working closely with Cliff and the team to build their companies in these fields.



# The Dorking Butchery

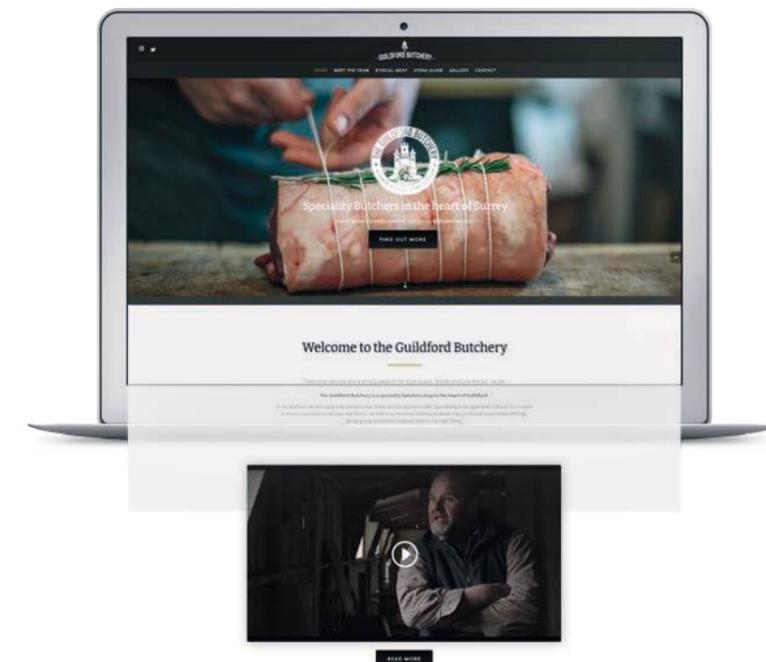
Branding & Website Design

Year: 2015

As a new highstreet butchers I helped launch Dorking Butchery. I worked along side the team over the years to establish their brand. This resulted in them opening 2 more butchers over the coming years winning multiple awards.

- Brand Guidelines
- Logo Design
- Brochures

- Print Collateral
- Signage
- Website Design

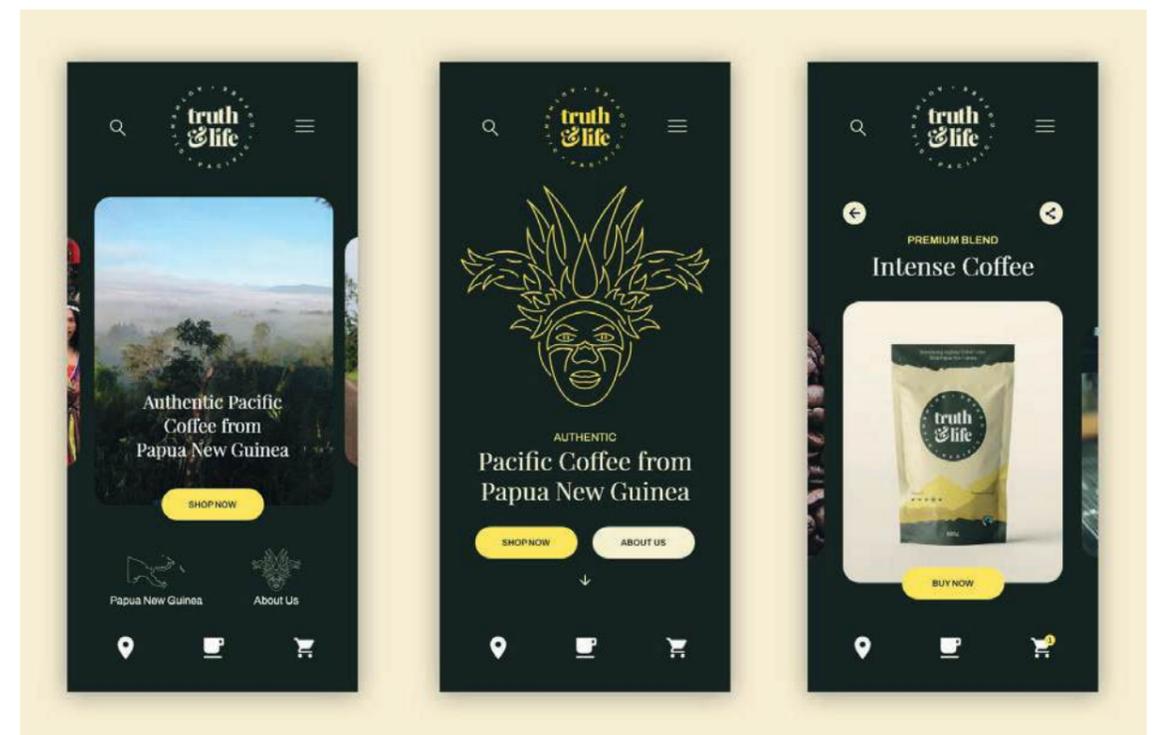


# Logo Designs / Website Designs

Year: 2013-2025

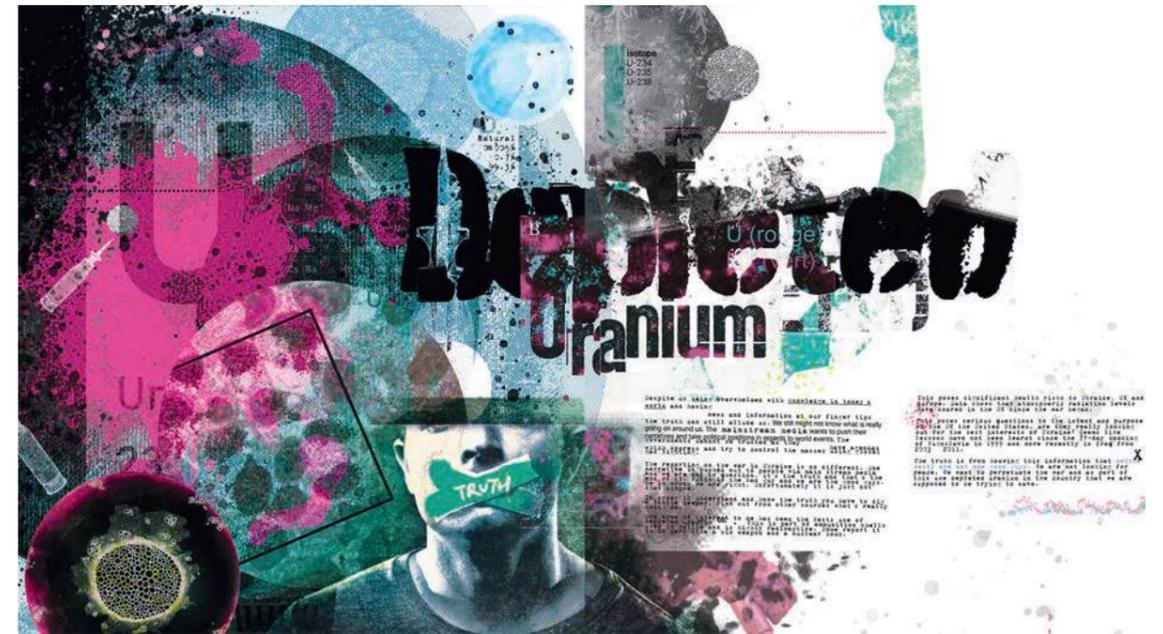
Logo Designs  
Website Designs

Having built created multiple brand identities and built over 250 websites here are just a few more examples of what I have been up to. Not only have I created the assets but provided business strategy and technical advice to these businesses.



# A Selection of personal work

Year: 2013-2025



Simon Flegg

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