

Name

# Marten Sims

Contact me

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Personal Qualities

**Self-starter with strong leadership, communication and interpersonal skills. Seeking a position as a teachers assistant and can add immediate value to ECUAD. Extensive design and advertising skills developed throughout a career serving a massively diverse range of clients over a seven year period.**

**I am a charismatic figure with excellent verbal and written communication skills and work well both within a team environment or independently. I am a natural leader who can communicate needs and goals clearly and with a friendly attitude. Having worked in graphic design for many years, you could say I was a designer, but, first and foremost I think of myself as an artist. The questions that concern me are not simply those of graphics, but issues of communication, identification and information. Graphics are merely one of the tools I use to solve communication challenges.**

A little more about me

**My main skill is in the creation of brand identities and campaigns: in either re-branding, re-freshing or extending existing identity systems. Both a highly creative and practical thinker, I am capable of turning around projects within tight time-frames whilst maintaining that the brief is realised to its maximum potential. This practise often involves activities such as liaising with the client; the use of focus groups, questionnaires, brainstorming and briefings; as well as evolving an idea from thought to pitch, through to development and realisation. I broaden my skill-set by handling the management of projects myself, and am also an exceptionally good team-player. Further to this I have demonstrated a capacity for creative direction, working with other people's strengths and expertise in order create a better design solution.**

**Although I'm currently working as a contract designer, my main passion is my voluntary role as Communications Director at Wake ([www.wakeproject.net](http://www.wakeproject.net)), a marine conservation initiative specialising in shark and tuna conservation and education. My responsibilities entail taking appropriate actions to form engaging dialogues with various members of Vancouver's community. In this current role I find myself bridging the two worlds of design and conservation, as well as increasing my skills at public interactions, teaching, diplomacy and food-counseling.**

Professional Design  
Experience //  
May 2009 – present

## **Wake Project Society**

**Communications Director and Founding Team Member // a consumer-focussed educational organisation dealing with the marine conservation issues affecting sharks and tuna. The projects aim is to activate a decrease in human consumption habits of these two endangered species groups / responsibilities include:**

- / Project conceptualization, initiation and business plan development**
- / Direct Campaign brand, public relations and guerilla marketing tactics**
- / Working within a team to create educational materials, target audience directives and a 'toolkit' that can be used anywhere in the world**
- / Research, image and data sourcing and materials development**
- / Organizing and running public outreach engagements: tabling, street events**
- / School and community-group based presentations**
- / Fund raising and volunteer recruitment**

May 2009 – present

#### The Pembina Institute

The Pembina Institute // brand identity / complete rebranding of Canada's elite sustainable energy solutions organisation.

March 2009 – May 2010

#### Karacters Design Group

The design and branding 'arm' of BBD Vancouver, Karacters is a small agency in which I was tasked with the re-brand of both the BC Place and Sport BC accounts. Examples of the Sport BC rebrand are shown on the accompanying PDF titled 'Designer Profile and Case Studies'.

2007 – present

#### Selected freelance projects

Continuing to work as a designer I have maintained projects from existing clients, as well as independently found new work: Pearl Learning, MultiAdaptor, Charles Darwin Foundation, Galapagos Immerse Connect Evolve, Leon Kruse, 'Paper Planes On The Wind', isee (Instituto Superior de Español Ecuador), The Pleasure Project, Greenology, Weave Records, Kulturo, Snow Leopard Trust, Barbican Art Gallery, Friends of the Earth.

October 2006 –  
February 2008

#### Philosophy Design

For this small agency my role was both 'the ideas guy' and strategic thinker, focussing on business methods and the design process. I took this role as a challenge to expand my knowledge of the client, project and time management, which was key to the demands of the position. Selected projects include: Save The Light, Witanhurst House, Marcus Cooper Group, Inspiring Futures, Marie Stopes miscarriage care kits.

2002 – 2006

#### Selected freelance projects

For three years I freelanced for a massively diverse range of over 50 design agencies, in-house design departments, architects and ad agencies in London. Learning that no matter what is thrown at me, I have to hit the ground running, prepare for anything, anyone and make sure I am always one step ahead of the tasks and demands of my current brief. Examples of client include: Katya Sourikova, BBC Worldwide, Wolff Olins, Gap, AGA, Barbican Art Gallery, Sibelius Groovy Music, Sainsbury's, TP Bennett Architects, Flip, Channel 4 Creative, River Design, WWF 'For A Living Planet', VAE, The Living History, Fuck Safe, Curious Yellow.

#### Activities and Interests

During my spare time I am very energetic and physically active, I also read a lot, write a lot, take lots of pictures... I am endlessly curious, constantly learning and demand high stimulation from all of the senses. I do not tolerate boredom! Here are some of the things I enjoy doing in my spare time / Competition running, competition triathlon, ultimate frisbee, British Military Fitness, cycling, skiing, swimming, snorkeling & scuba diving, hiking or walking, sailing, volunteering, travel, writing (poetry, blog and reviews), photography, reading, art and museum exhibitions, public forum debate, music, film. Current mantra 'The future will be whatever we make it'.

#### Blog // Frozen Moments of Flow

My online diary of words and photography passionately records my travel and volunteering experiences in Venezuela, Columbia, Ecuador and Canada: [www.martensims.com/travels](http://www.martensims.com/travels)

#### Education

The Arts Institute at Bournemouth // 2000 – 2003 / BA (hons) Graphic Design  
The Arts Institute at Bournemouth // 1999 – 2000 / Diploma in Art & Design

#### Additional Information //

Nationality // British  
Visa // ECUAD Onsite only (until further notice)  
Driving License // Full, Clean  
Languages // Spanish / Idiomas español nivel bajo  
Software skills // Illustrator / Indesign / Photoshop