



Bret Syfert s.c.v.

Internationally experienced graphic designer and illustrator seeks to feed passion for visual brilliance.

Bret Syfert loves books, especially ones with pictures, and this has not changed since he was very small. When he makes books for children, he is really making them for himself too.

As a designer, he strives to inject creativity, character and originality into all his work. He welcomes the unique challenges that come with each new project and thrives on collaborating with others. The artillery for his mission is a Masters in Book Arts from Camberwell College of Art, another Masters in Publishing from London College of Communication, seven years experience as a commercial graphic designer and a friendly disposition.

He stares deep into the eyes of the beast that is the digital age. He will not allow it to exterminate traditional materials and techniques! In fact, he believes it can be harnessed to give even more life to unique and beautiful projects.

email: bret@hydeslovelies.com

website: hydeslovelies.com

mobile: 07548889081

London College of Communication

(London, 2008)

Masters in Publishing

Camberwell College of Art

(London, 2007)

Masters in Book Arts

Independent Freelance

Graphic Designer, Illustrator & Book Artist

(2002 to present; represented by Aquent London)

- completed a wide range of work including concept development, design, artworking, art direction and production:
 - multiple industries: publishing, food, real estate, education, music, theatre, finance, etc.
 - hands-on approach to brand development, from pitch presentations through to design and production
 - self-published graphic novel, **Hyde's Lovelies**
 - self-published children's book, **Ladybug and the Awesome Bug Book Adventure**
 - co-owned and art directed quarterly publication, **B.Informed Magazine**
 - bespoke bookbinding
 - motion graphics

Drexel University

(Philadelphia, 2004)

Bachelors in Graphic Design

Software Experience

Adobe Creative Suite 4

Quark Express

StedmanOliver [Creative], London

Graphic Designer | (Oct. 2008 to Oct. 2009)

- design firm work in various commercial areas:
 - branding, book design, advertising, packaging, web, exhibition

Global Rhythm Magazine, New York

Art Director | (Aug. 2005 to Aug. 2006)

- responsible for monthly layouts
- collaborated with outside printers to meet distribution deadlines
- worked closely with editors to ensure appropriate design styles and text flow
- developed and designed promotional materials as well as adjunct publications

Philadelphia Citypaper

Graphic Designer | (2002 to 2003)

- won 2004 Pennsylvania Newspaper Association Keystone Press Award for Best Page Design