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Summary:

I have 13 years experience in the design space across a wide range of industries including retail, corporate and entertainment. My skills range from conceptualisation and creation of new brand identities, through to the development of BTL marketing and advertising materials and front end web design.

Employment History:

Crunch Design

March 2008-Present (Contract)

Art Director

When Crunch Design wanted to redesign their host website to increase appeal to budget conscious businesses wanting an online presence, they contracted me to manage the creative process. In guiding this project, I am managing a team of developers and designers in the creation of site concepts, product packages, site architecture and user interface design.

GRA

Sep 2004-March 2008

Lead Designer

As the team lead, I was responsible for liaising with clients and suppliers as well as managing a team of designers and collaborating across a multidisciplinary team to achieve client goals.

Clients included: ASICS, Onitsuka Tiger, Shimano Fishing Australia, Shimano Bicycles Australia, Shimano Snow, Auto 1, Reliance Sporting Goods.

Project highlights include:

The creation of a successful marketing campaign for Onitsuka Tiger a Japanese heritage sportswear brand, which resulted in a significant increase in brand awareness and product sales. To support this campaign I developed and implemented POS materials, catalogues, presentations, packaging, photo shoots and ad copy.

split3design

Feb 2000-Sep 2004

Director

As the creator and Director of split3design, I ran all aspects of account management, budgeting, project management, marketing, creative concepts, design and delivery.

Clients included: Mildura City Council, Sydney University, Corky's Carbon & Combustion, Tarasin Jewellers, Gilli Pepper Jewellery, Goods & Chattel Jewellery, Incentive Business Consultants.

Project highlights include:

Creation of luxury jewellery brand Goods and Chattel, targeting the high end consumer market. The project required the development of a distinctive company mark and accompanying collateral, from jeweller's stamps, stationery, packaging, POS to signage and presentations.

Pillar Administration

Nov 2000-Feb 2002

Information Architect/Consultant

In this busy client-side role my design skills were utilised for the information architecture and front end design of consumer websites as well as the implementation of new brand guidelines across the range of Pillar corporate touch points.

Project highlights include:

Managing a team of designers and developers to implement a phone query migration system via a customer query interface and online user tutorials.

Crunch Design

May 1996-Oct 2000

Designer/Senior Designer

In my first role with Crunch Design I was responsible for creating and delivering new business pitches, developing corporate identities, packaging, signage, print collateral, advertising materials, annual reports and web design.

Clients included:

Australian Business Limited, Crown Scientific, Australian Stationery Suppliers, Tresillian Care Centres, The Heart Research Institute, AMWU, Australian Arts Council, NAISDA

Graphic World

Nov 1994-May 1996

Junior Designer

In my first role as a designer, and as part of a very busy press environment, I demonstrated my ability to work to tight deadlines and learn new technologies. My responsibilities included the creation of packaging, signage, annual reports, brochures and magazines as well as scanning, imposition, film processing and colour management.

Qualifications:

Diploma in Design and Visual Communication

Computer Graphics College Advanced Photoshop (1995)

Computer Graphics College Advanced typesetting and QuarkXpress (1996),

WEA College basic and intermediate HTML (1998),

IDN Fresh Conference Advanced Flash Workshop (2001)

Technical Skills:

Adobe CS2/CS3 (InDesign, Illustrator, Photoshop, Acrobat, Bridge, Dreamweaver, Flash, Fireworks) MS Office, QuarkXpress, QuickCut, Keynote. Strong troubleshooting skills and work seamlessly across both PC and Mac environments.
