



## OBJECTIVE

To make a refreshing impact on the consumer through the exposure of truly creative, visual communications.

## EXPERIENCE

### Online

- Web design and development
- Flash Animation
- Software GUI design
- Data-driven web application design and development
- Information architecture

### Offline

- Corporate identity
- Print design
- Pre-press production
- Fashion design
- Magazine design
- Illustration
- Advertising creative

### Management

- Art direction
- Strategic development
- Marketing Strategy
- Team leadership
- Account Management
- Human resources
- Management reporting

## EMPLOYMENT

### Alexander Education Group | Perth | 02/2006 - Present

Employed as Senior Designer and promoted to Brand Manager/E-marketing Coordinator. Working within the marketing department for the Group which comprises several Perth educational institutions. Responsible for the implementation and communication of brand objectives for the group and its institutions via the creation of a brand manual and the presentation of the brand guidelines to all staff within the group. As E-marketing Coordinator, my job is to maximise the group's online presence through ongoing assessment of their websites and the implementation of e-marketing strategies to better target the Y-generation. Played a key role in the design of a shopfront/reception built to sell the institutions to students. This included the creation of 3D visuals, choosing the colour scheme, designing signage, wall prints, running presentations in Flash and selecting furniture. Designing all marketing communication materials, managing the website and keeping the marketing team abreast of online technologies the role makes good use of my extensive creative design, marketing and brand management experience.

(Travel - Americas | 6/2005 - 01/2006)

### Chubb Ltd | London | 11/2002 - 6/2005

Ran the design department for the UK division of this multi-national corporation. Responsible for the management of design jobs from concept to print as requested by both Chubb Electronic Security and Chubb Fire divisions. Created a new file structure to better manage ongoing jobs and created a searchable database of past jobs. Responsible for all administrative tasks within the design department and ensured that the relevant paperwork and procedures were in place to maximise efficiency within the design department. Played a key role in the development and implementation of Chubb's global corporate identity and design guidelines. A hands-on role spanning design for print and advertising to corporate Flash presentations and intranet design.

### DKNI - Design, Marketing and I.T. Agency | London | 05/2001 - 05/2002

Fulfilled the position of Studio Manager, overseeing both print and new media design departments. Managing all aspects of the reputable London design studio, responsibilities included human resources management, account management, scheduling, hands-on design, software analysis and the quality of the end product. Consistently proved the ability to establish new protocols and implement innovative time/money saving procedures. Met with clients on a regular basis to take creative briefs, present work and communicate progress. Fostered an exciting team environment with design staff communicating briefs, arranging brainstorming sessions and providing leadership and direction. Liaising with Clients, Departmental Managers and reporting directly to the Managing Director, the position demanded a high level of communication and presentation skills. Successfully initiated and co-ordinated a complete identity re-brand of the company.



### **Travelvax Australia** - Travel Health Services | Sydney | 02/2000 - 02/2001

Worked as a Senior Designer from the conception of the company. Built and managed the identity of Travelvax through both print and new media including the design and development of the Travelvax website and ASP web applications. Moved into the Software division to orchestrate the interface design and development of unprecedented travel health software for use in Doctors' clinics. The position required a solid sense of design and usability, a sound knowledge of the technology at hand and the limits those technologies impose on design.

### **I.D.** - Design and Marketing Firm | Perth | 10/1997 - 01/2000

Led a highly creative design team through a diverse range of print and web based projects from concept to production within a fast-paced, innovative work environment. Projects included corporate design, advertising and website development. Strong and original use of typography was proven across all media.

### **Seven Shores** - Surfwear Fashion Label | Perth | 03/1997 - 03/1998

Employed full-time as head designer. Largely responsible for the brand management of the label whilst also undertaking design of T-shirt prints, mens and ladies garments, magazine advertising, posters and website. Responsible for marketing, copywriting, image and direction of the label. Seasonal contract work continues today.

### **Autographs** - Graphics and Design | Perth | 08/1996 - 04/1997

Worked as a graphic designer for various print materials.

## EDUCATION

### **Diploma**

Completed a Diploma of Art & Design (Graphic Design) at the Western Australia School of Art and Design, 1993-1996, studying all aspects of design including; Graphic Design, Advertising, Illustration, Photography.

### **Certificate**

Completed a Certificate of ART and Design at Rockingham TAFE in 1992, studying life drawing and various painting and print making techniques as well as the basics of design principles.

### **Secondary**

Completed year 12 at Mandurah Senior High School in 1991.

### **Achievements**

Winner of the Jake Group competition. A competition for final year students at the W.A. School of Art and Design to design a corporate identity and stationary range. Awarded 'Best Folio' at Rockingham TAFE 1992.

## SOFTWARE

Proficient in the use of the following programs on both PC and Mac.

### **Macromedia**

Flash 3, 4, 5 MX  
Dreamweaver MX  
Drumbeat  
Fireworks  
Freehand

### **Adobe**

Photoshop CS  
Illustrator CS  
InDesign CS  
Dimensions  
Acrobat  
ImageReady

### **Office XP**

Word  
Access  
Excel  
PowerPoint

### **Quark**

Xpress 5

### **Other**

Swift 3D  
Swish 1.5  
FTP  
ISDN

## ONLINE CV

Please visit my online cv at <http://www.bookofswells.com> for more information and to view examples of my work. References available on request.