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## PROFESSIONAL EXPERIENCE

### 2016 - 2017. CREATIVE CONSULTANT. NEW YORK

**BEAUTY@GOTHAM** Branding and identity redesign for Caboodles. [BEAUTYATGOTHAM.COM](http://BEAUTYATGOTHAM.COM)

**KRAMER DESIGN GROUP.** Campaign concept and art direction for Joe Fresh. [KRAMERDESIGNGROUP.COM](http://KRAMERDESIGNGROUP.COM)

**JOHANNES LEONARDO.** Collaborated on activation, launch, campaign concept and development for adidas Originals by Alexander Wang collaboration. [JOHANNESLEONARDO.COM](http://JOHANNESLEONARDO.COM)

**MODOP.** Hilton brand film development. Campaign concept and development for Belvedere. Design development for NBCUniversal's annual upfront presentation at Radio City Music Hall. [MODOP.COM](http://MODOP.COM)

**AUGUST.** Campaign concept and development for John Hardy and Elemis. [EVERAUGUST.COM](http://EVERAUGUST.COM)

### 2015 - 2013. SENIOR ART DIRECTOR.

#### LAIRD + PARTNERS. NEW YORK.

Collaborated on projects for Donna Karan, DKNY, Swarovski, Pepe Jeans, Banana Republic, Chloé, Hill House Home, Tory Burch, Karl, Sam Edelman. Brand book for Calvin Klein, Anne Klein, DKNY and Danier. [LAIRDANDPARTNERS.COM](http://LAIRDANDPARTNERS.COM)

### 2013. SENIOR ART DIRECTOR. KRAFTWORKS. NEW YORK.

Campaign concept, photo and art direction for Robert Marc and La Prairie. Brand relaunch, packaging redesign, photo and art direction for Playtex. [KRAFTWORKSNYC.COM](http://KRAFTWORKSNYC.COM)

### 2012 - 2011. CREATIVE CONSULTANT. LONDON.

**THE BODY SHOP (L'ORÉAL)** [THEBODYSHOP.COM](http://THEBODYSHOP.COM)

#### HUDSON WRIGHT ASSOCIATES

Austin Reed, Jon Richard, Filofax, Space NK, Pure, Spirito, Artigiano. [HUDSONWRIGHT.CO.UK](http://HUDSONWRIGHT.CO.UK)

**CARIZZI** [CARIZZI.COM](http://CARIZZI.COM)

**ROUSILAND** [ROUSILAND.COM](http://ROUSILAND.COM)

**NEW LOOK** [NEWLOOK.COM](http://NEWLOOK.COM)

### 2011 - 2010. SENIOR GRAPHIC DESIGNER.

#### ARCADIA GROUP. EVANS. LONDON.

Brand development and retail graphics, marketing and PR collateral. [ARCADIAGROUP.CO.UK](http://ARCADIAGROUP.CO.UK) [EVANS.CO.UK](http://EVANS.CO.UK)

### 2010 - 2007. ART DIRECTOR. STUDIO WOO. SYDNEY.

Concept, art direction and design development for Trent Nathan, Zensu, Just Jeans. [STUDIOWOO.COM](http://STUDIOWOO.COM)

### 2006 - 2005. ART DIRECTOR / DESIGNER.

#### INDESIGN GROUP. SYDNEY.

Art Direction and design for Indesign, SDQ magazines, The Collection. Advertising, marketing collateral, website development for Saturday in Design and Launch Pad.

Design development and advertising for contract publications. [INDESIGNLIVE.COM](http://INDESIGNLIVE.COM)

### 2012 - 2003. CREATIVE CONSULTANT. SYDNEY.

**STUDIO WOO** Bras n Things. [STUDIOWOO.COM](http://STUDIOWOO.COM)

**THIS IS IKON** Houses, Urbis magazines. Rodney Clark, Sevva, One Life, Ocean Coast Homes. [THISISIKON.COM](http://THISISIKON.COM)

**ESKIMO DESIGN** Australian Wool Innovations, Italian Trade Commission. [ESKIMODESIGN.COM.AU](http://ESKIMODESIGN.COM.AU)

**MOON COMMUNICATIONS GROUP** Sunglass Hut, Farage, Sydney Theatre Company, Westpac, Sydney Symphony Orchestra. [MOON.COM.AU](http://MOON.COM.AU)

**LANDOR ASSOCIATES** Smiths, Nestlé, Dairy Farmers, Cheetos, Travel.com.au, Goodman Fielder, Diageo, Sannitarium, Phillip Morris. [LANDOR.COM](http://LANDOR.COM)

**SAUNDERS CREATIVE** Telstra, KFC, Masterspecs, Gelatiamo, Masterspecs Optics.

### 2003 - 2002. ILLUSTRATIVE CONTRIBUTION. GRAPHIC (U.K.),

#### CREAM (AUSTRALIA).

Published in Issue 03. [GRAPHICMAG.KR](http://GRAPHICMAG.KR)

Deconstructing Cream. [CREAMMAGAZINE.COM](http://CREAMMAGAZINE.COM)

## EDUCATION

### 2003-2002. BILLY BLUE SCHOOL OF GRAPHIC ARTS. SYDNEY.

Advanced Diploma in Graphic Design.

### 2001. DESIGN CENTRE ENMORE. SYDNEY.

Introduction to Graphic Design.

### 2000 - 1998. UNIVERSITY OF NEW SOUTH WALES. SYDNEY.

Bachelor of Arts. Double Major in Human Resource Management / Sociology.

## INTERNSHIPS

### 2001. MARIE CLAIRE. SYDNEY.

### 2000. AMMIRATI PURIS LINTAS. SYDNEY.

### 1999. DESIRE BRAND MANAGEMENT ADVERTISING. SYDNEY.

### 1999. CLEO/DOLLY. SYDNEY.

## AWARDS

### BILLY BLUE SCHOOL OF GRAPHIC ARTS. SYDNEY.

Best Portfolio 2003.

## SKILLS

### ADOBE CREATIVE SUITE CS6

Illustrator, Indesign, Photoshop, Bridge, Acrobat.

## LANGUAGES

### RUSSIAN AND ENGLISH.

Fluent, Oral and Written.