

objective

I am a confident communicator with great enthusiasm for creating memorable experiences and ensuring both client and consumer satisfaction. As a motivated, organised and energetic individual, I always manage my time effectively and articulate the best creative approach for brands to not only succeed, but to lead. I am determined to work hard and excel under pressure, with the intention of learning from new experiences to consistently improve. Utilising all available technology, I thrive on conceptualising, producing and sharing big ideas. I seek to surround myself with creative innovation and progressive teams in order to cultivate exceptional brand attachment.

technical skills

Adobe Creative Suite CC (Illustrator, InDesign, Photoshop, Bridge, Flash, Premiere Pro, After Effects, Dreamweaver incl. HTML5, CSS3, PHP and JavaScript), Adobe Acrobat Pro, Microsoft Office, Mac OS, iOS, Keynote, Final Cut Pro, iMovie

experience

Art Director, SID LEE

June 2015 – November 2016

Broadcast, print, OOH, digital (static, rich, social) and experiential art direction for Subway, Coca-Cola, Samsung, President's Choice Financial, Enercare, MLSE (Toronto Maple Leafs) and Axe. Notable responsibilities included:

- Ideation, presentation and execution of campaign brief creative, working closely with clients and strategists to drive brand relevance;
- Management of junior teams, designers and production artists in the development and roll-out of digital and print campaign material;
- Working with a copywriter partner to produce effective advertising, commissioning industry specialists to achieve the best results;
- Casting, production pitching, location scouting and editing/post-production for broadcast creative; and
- Planning and art direction of studio photography for in-store, POS, OOH and digital assets.

Studio Artist & Digital Producer, Craft Worldwide (MacLaren McCann)

December 2014 – October 2015

Integrated digital art and print production services for Apple Canada. Attended Apple's September 2015 workshop in Cupertino to launch the iPhone 6s, iPad Pro and Apple Watch (update) in Canada. I worked closely with the US design team to customise and roll out the marketing mechanics for the multi-product launch across all of Canada (Apple Stores and telco partners i.e. Rogers, Bell, Telus, Best Buy etc). Other clients included Mastercard, General Motors, Royal Bank of Canada, Sony Pictures and Bayer. Core competencies reflected in the following:

- User interface build, localisation and update for mobile, tablet and desktop;
- Design layout, typographic detail and asset management for campaign artwork, and delivery of content (digital and print) according to specifications;
- Working directly with the client supported by project managers to ensure creative strategies for the region were met; and
- Balancing multiple projects to establish delivery priorities and workflow optimisation.

Senior Designer, Sandbox (formerly One Advertising)

February 2014 – December 2014

Theatrical advertising, marketing, publicity/promotion and exhibition design for Entertainment One Films. Key accountabilities of this role included:

- Managing designers/production artists and executing creative designs to client/creative department/production briefs and specifications, performing quality control, pre-flight and pre-press work for all assigned tasks as well as troubleshooting and providing solutions for clients and vendors;
- Producing accurate, high-quality work and monitoring projects through all phases of production; and
- Remaining current on emerging technologies in new media.

Integrated Designer, Village Roadshow

July 2012 – December 2013

This position required me to utilise my best creative knowledge in the design and execution of artwork, including point-of-sale, advertising, DVD/Blu-Ray packaging and online interactive media, relating to the promotion of Roadshow products.

My primary responsibilities included, but were not limited to:

- Designing artwork that was innovative, powerful and relevant, in line with best practices, within specified timeframes;
- Liaising directly with key client contacts as well as marketing teams and label managers with the intention of crafting and evolving the most effective solutions to creative briefs in line with marketing and brand strategy; and
- Maintaining and actively improving my technical skills in the full range of industry-standard software required to execute creative briefs without restriction, spanning illustration, photo editing, print layout, web design/development, interactive media, UX/UI development, motion graphics, dynamic/static digital media, ad publishing, presentation design and video editing.

The primary responsibility of this role required collaboration with the studio and campaign managers to generate original, creative and engaging responses to creative briefs, from concept to execution. Other responsibilities included:

- Maintaining close attention to print and pre-press practices (specifically postcards, posters and mini-magazines), as well as applying comprehensive knowledge of paper stocks, suppliers and environmental print standards;
- Developing a variety of online collateral and experiences for the promotion of the Avant Card brand, as well as working directly with clients to reach their digital business objectives. Executions ranged from websites, eNewsletters, mobile-optimised QR landing pages and Google Maps API's;
- Populating and updating both the CMS for the Avant Card website, as well as the Avant Card social media presence;
- Managing the Artist Network program, building and maintaining a professional rapport with practicing and emerging Australian artists resulting in national exposure and distribution.

Adobe Flash Tutor, University of Technology, Sydney**March 2009 – May 2009**

This role required me to use my expert knowledge to teach second year Visual Communication students in the use of Adobe Flash as well as general iOS mechanics during computer lab sessions over a University semester.

Freelance Designer**Since February 2009**

For the past eight years I have worked personally with clients via my own design services brand to develop a variety of print and digital design solutions, ranging from website design and development to full service conceptual branding/identity. Professional presentation and communication as well as quality assurance of all creative deliverables has allowed me to maintain a solid rapport with clients and vendors in order to generate repeat business and achieve business objectives.

Creative Scout, Saatchi & Saatchi**July 2008 – August 2009**

I was one of five successful applicants selected to this professional integration program, where I was required to bring my concepting knowledge and design education to assist in the process and development of creative advertising. Responsibilities included researching trends and opportunities for current and prospective clients, assisting the strategy and planning department in pitch preparation and competitor analyses, and brainstorming with art director/copywriter teams for new business workshop/presentation sessions.

education**AWARD School, The Communications Council****2011**

I was selected to participate in this sixteen week intensive creative advertising course focussed on idea generation, creative thinking and the processes involved in developing exceptional ideas and consequently effective and memorable advertising. The resulting portfolio of creative responses encompassing print, radio, television, OOH, ambient and interactive media serves as a benchmark for future idea generation. This program featured personal mentoring and brainstorming with senior/executive creative staff from Innocean, BMF and JWT advertising agencies.

Bachelor of Design in Visual Communication (Hons), UTS, Sydney**2006 – 2009**

In this course I was required to create new design solutions driven by rigorous and critical exploration of methods, materiality and technology, with an understanding of the influence of globalisation, digitisation, complexity and interactivity. I successfully completed a variety of interdisciplinary subjects and industry projects, utilising international studio resources, allowing me to develop both the flexibility and technical skills required to work across the diverse environments that constitute contemporary design practice. My resulting expertise showcases a diverse portfolio of design responses to individual and group projects, with emphasis on best practice and design theory. I also completed a sub-major in Advertising Theory and Practice.

St. Ignatius' College, Riverview**1998 – 2004**

Higher School Certificate

references available on request