

Date of Birth February 15, 1973
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Other I am in possession of a
“Green Card”, allowing me
to work in the US without
restriction

Employment

May 2003 – March 2007.
Senior Designer.
Vein.
Norwest, Sydney, Australia.

Responsibilities

- Design and production of print material such as promotional pieces, brochures, corporate identity, packaging, point of sale and advertising
- Design and production of websites, HTML emails and interactive CDs, working with programmers where dynamic content was required
- Acting as Vein’s IT Manager by maintaining and updating software on all computers, advising on the purchase of new software and hardware, and overseeing the backup and archiving of all work
- Liaising with clients, taking briefs directly from them when required
- Presenting work both internally and to clients with a full understanding of vision, ideas and objectives
- Selecting and working with photographers or illustrators and sourcing appropriate stock photography or illustration
- Assisting and mentoring other team members
- Liaising with suppliers

Clients

NetComm, Ingram Micro, Caravan and Camping Industry Association, Hillsong Church, Jandson Homes, Kryptyx Entertainment, Capital Corporation, Brightpoint Australia and more.

Key skills learned

Web design and interactive media design. I was exclusively a print designer before joining Vein and can now produce complex HTML websites and emails using Dreamweaver and Photoshop/Imageready.

March 2000 – May 2003.
Graphic Designer.
The AdCafé and Patterson Partners AdCafé.
Auburn and Chippendale, Sydney, Australia.*

Responsibilities

- Design and production of print material such as promotional pieces, brochures, annual reports, corporate identity, packaging, point of sale and advertising
- Acting as IT Manager by maintaining and updating software on studio computers and advising on the purchase of new software and hardware, and overseeing the archiving of all work completed
- Liaising with clients, taking briefs directly from them where required
- Liaising with suppliers

Clients

Samsung Electronics, NSW Tourism, Sanitarium, Kryptyx Entertainment, Snack Brands Australia, Uniden, New Zealand Natural and more.

Key skills learned

Large format point of sale. Work produced for Sanitarium Weet-Bix and Snack Brands Australia introduced me to large format posters, gondola ends and other complex supermarket displays.

Multi-ink flexography printing on foil packaging. Limited edition chip packets for Snack Brands Australia and collector card packaging for Kryptyx Entertainment taught me about the demanding requirements of flexography printing.

*The AdCafé and Patterson Partners merged in 2002.

Employment (cont)

June 1995 – March 2000.

Graphic Designer.

BSH Advertising.

Balmain, Sydney, Australia.

Responsibilities

- Design and production of print material such as promotional pieces, brochures, annual reports, corporate identity, packaging, point of sale and advertising
- Acting as IT Manager by maintaining and updating software on all computers and advising on the purchase of new software and hardware, and overseeing the archiving of all work completed
- Liaising with clients, taking briefs directly from them when required
- Liaising with suppliers

Clients

Daewoo Automotive, Samsung Electronics, Bridgestone Tyre Centres, the ANA Hotel Sydney, Rabbit Photos, QBE Trade Indemnity, NSW Cancer Council, Skygarden and the Suttons Motor Group.

Key skills learned

Time management and organisation. BSH Advertising produced press advertising for many different clients, with very strict deadlines. Effective management of my time was vital in meeting these deadlines. In addition, when I first joined BSH Advertising, I was the only designer on staff for a period of about a year: every job was my responsibility,

March 1993 – March 1995.

Graphic Designer.

Foxy Advertising.

Redfern, Sydney, Australia.

Responsibilities

- Design and production of print material such as promotional pieces, brochures, annual reports, corporate identity, packaging, point of sale and advertising
- Overseeing the transition of the agency from a traditional “cut and paste” studio to one capable of fully digital, disk-to-film artwork. This involved updating all the equipment in the studio and the purchase of new computers and printers capable of managing the new workflow
- Liaising with clients, taking briefs directly from them as required
- Liaising with suppliers
- Producing hand rendered visuals and mock ups

Key skills learned

Persistence and attention to detail. My first job taught me many of the basic skills required to be a designer, not the least of which are the two listed here!

Education

1991 – 1992.

Associate Diploma of Graphic Design.

Randwick College of TAFE, Sydney.

- Subjects studied included: Illustration, Computer Aided Design, Packaging, Typography, Exploratory Design, Reproduction & Printing and Marketing
- Acted as Production Co-Ordinator for the 1992 Graphic Design Yearbook, ensuring students submitted copy and artwork by prescribed deadlines and producing finished art for those who did not. Collated material, proofread and checked proofs of the entire job
- Also acted as Treasurer for the Yearbook Fund, where I was responsible for collecting and banking over \$45,000

1985 – 1990.

Higher School Certificate.

Fort Street High School, Sydney.

- Achieved a 92.30 Tertiary Entrance Ranking (TER) in the 1990 HSC (ie, in the top 7.7%)
- Subjects included 3 Unit Visual Arts, 3 Unit English and Geography, Mathematics and Physics
- Visual Arts Major Work was exhibited in the 1990 ArtXpress exhibition at the Art Gallery of NSW

Referees

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My creative director at the AdCafé/BSH.