

CAREER SUMMARY

10 years experience driving integrated design solutions across digital, direct and print from creative brief to final delivery. Brings international experience in retail fashion and advertising, skilled in working with e-commerce campaigns from initial concept, design, production and management of photo shoots and visual assets. Leverages impeccable presentation skills and ability to communicate, present and sell ideas to cultivate strong client relationships. Experience managing in-house, external production and design teams. Combines the ability to bring big ideas to the table with keen attention to detail to execute innovative and impactful creative campaigns.

EXPERIENCE

ART DIRECTOR/DESIGNER | **Belaganda**, Sydney, Australia Feb 2006 – Present
Specialize in creative brand strategy, art direction and production for small businesses, delivering integrated campaigns encompassing production management, digital design, emails, brochures and logos. Cultivate and manage client relationships at all levels, from pitching concepts, acquiring approvals and delivery of final work. Select clients include Adayawake and Oslo Beach Productions.

GRAPHIC DESIGNER | **Opensky**, New York, NY Oct 2012 – July 2013
Provided design, concept development and art direction for integrated and email marketing campaigns. Involved in all aspects of the e-commerce website design, responsible for developing style guide, acquiring visuals and assets, and retouching images. Delivered creative concepts for emails, banners, special promotions and event campaigns. Drove specialty design projects for other brands within the OpenSky family including Rent the Runway.

DESIGNER | **SapientNitro**, Sydney, Australia Feb 2011 – Jan 2012
Collaborated with high-visibility brands including Volvo and Stockland retail on the design and development of integrated advertising and branding campaigns. Oversaw entire campaign from initial concept through completion, coordinating with account services team on creative briefs, and ensuring deliverables were proofread and ready for print. Managed teams responsible for image retouching and production to ensure quality of color for advertisements and print materials. Updated style guides for national campaign rollout through media channels including print collateral, brochures and web.

ART DIRECTOR | **Pretty Girl Fashion Group**, Sydney, Australia Jan 2010 – Feb 2011
Creative lead in charge of executing art direction on national campaigns for multiple fashion retail brands including Table 8, W.Lane, Rockmans and BeMe. Managed all facets of projects, including supervision of in-house design team, retouchers, stylists and photographers, and oversight of external production, photo shoots and casting initiatives. Drove the overall look and feel of each brand, and delivered final approval on proofs for catalogs, websites, in-store visuals and campaigns, packaging, logos and style guides. Played a key role in brand development initiatives including the creation of style guides, relaunch packages and logos. Served as primary point of contact for client relationships for pitching ideas and obtaining approvals. Provided mentorship to fellow team members.

ART DIRECTOR, DESIGNER | **Freelance**, Sydney, Australia / London, UK Aug 2005 – Oct 2009
Provided art direction and integrated campaign management for fashion and retail shoots, responsible for the overall design and branding of collateral including brochures, websites and advertisements. Clients included Fox, Disney, Paramount, Allergan, Pfizer and GlaxoSmithKline. Agencies included Ogilvy, AGI TM and Red Ark. Additionally involved in art direction, design and illustration of creative including roll-out and pitching of new accounts. Clients included Guinness, Virgin, British Gas, Caribbean Airlines, HSBC, Sky, Flight Centre, IBM, HP, Tesco, Mattel, MTV, Nike, Vodafone, Sony, Nikon, BP and IMB. Agencies included DAD, Ogilvy, Saatchi & Saatchi, Concep and Burgopak.

EDUCATION

BA Graphic Design, UC, Canberra
Direct Marketing Creative School, ADMA, Sydney