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## Contact Details

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## Career Summary

- **Web Designer, Singleton Ogilvy Interactive (SOI)** (freelance)  
2008 March – 2008 April
- **Graphic/Web Designer, Zoogoo Interactive** (previously known as Zebra Interactive. Full-time)  
2006 December – 2007 September
- **Lead Graphic/Web Designer, Viator** (full-time)  
2003 February – 2006 December
- **Owner/Creative Director, Luel Creative** (freelance)  
2002 June – present
- **Graphic Designer, Sinacori Advertising** (casual)  
2001 November – 2002 June
- **Graphic Designer, TARBS** (casual)  
2002 May
- **Graphic Designer, Advantage** (previously known as Whitewolf. Full-time)  
2000 October – 2001 October

## Technical Skills

### Mac OS and Windows

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Quark Xpress
- XHTML and CSS  
(Hand coding using text editors such as BBEdit, as well as Dreamweaver)
- Adobe Flash
- MS Word and Powerpoint

## Key Strengths

- Dynamic and versatile drawing and illustration skills, utilising digital and hand drawing techniques.
- Highly adept in design for screen and print media, with thorough knowledge of each media's strengths and limitations.
- Proficient in hand coding (X)HTML and CSS, with awareness of W3C standards and cross browser issues.
- A hands-on approach to all that I do.



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## **Singleton Ogilvy Interactive (SOI) – Web Designer**

**2008 March – 2008 April**

*Singleton Ogilvy Interactive are a leading interactive agency.*

As a freelancer at SOI, I worked with Producers, Designers and Art Directors, on flash banner edits and re-sizing, as well as web site and EDM design changes, for IBM, Nestle, Sunsilk, Nokia and the RTA.

## **Zoogle Interactive (previously known as Zebra Interactive) – Web/Graphic Designer**

**2006 December – 2007 September**

*Zoogle Interactive are an eBusiness and Digital Marketing company.*

At Zoogle Interactive, I worked with designers and developers on html email, CMS sites and static sites, both as a visual designer and the resident (X)HTML and CSS guru. I helped the other designers understand how static mockups can be translated better into a website or email. Other day to day tasks include providing project managers with quotes, and queries clients might have.

### **Major projects included:**

- Re-design of the Sportsworld Pacific site, I was involved in client liaison and management, visual design, creating the xhtml templates, working with the developers, populating the site with content through the CMS, and training the Sportsworld staff in the CMS system.
- Re-design of the QuikTrak site, with a more dynamic visual aesthetic, a completely different take on information hierarchy, and concepting of a flash module giving users constant access to QuikTrak's products.

## **Viator – Lead Web/Graphic Designer**

**2003 February – 2006 December**

*Viator provides destination travel product, technology and distribution services to the travel industry, as well as selling tours and attractions online.*

At Viator I saw projects from initial ideas, briefs or specifications from managers, marketing staff or external clients, right through to estimating time and work involved, creating visual designs, hand coding (X)HTML and CSS, then working with programmers to produce web sites and interfaces. I also directed and mentored junior staff, deal with quick design requests such as banner ads, design and produce printed materials including flyers and ads.

### **Major projects included:**

- Re-design of the British Airways Holidays consumer site with a new leisurely look and feel, and iconography to target holiday makers.
- Creation of an online companion to British Airways Holidays Packages printed brochures. (Offline)
- Design of new interface for Qantas Holidays ReadyRooms site for consumers to quickly and easily book hotels. The site was created in accordance with Qantas style guide lines, and later a new version adapted for Jetstar.
- New look and feel for the Viator consumer site, including illustrations and colour scheme, to give the site a more holiday, fun ambience.
- A more engaging, inviting and easier to use re-design of the Viator Affiliate site. (Offline)
- Design and production of engaging and informative Viator tradeshow materials, for staff to use as needed.
- Production, collation, illustration and design of the Viator 10th Anniversary Booklet, a momento for Viator staff to look back and laugh.



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### **Education**

- **2006** Advanced Statement of Attainment in Fine Arts (drawing major), Meadowbank TAFE. (part-time)
- **2006** Actionsript for Designers (3 day intensive course), Dynamic Web Training
- **2005** Statement of Attainment in Fine Arts (drawing major), Meadowbank TAFE. (part-time)
- **1998–1999** Diploma in Graphic Design, KVB Institute of Technology
- **1997** HSC, Moorebank High
- **1996** Design Elements and Principles Certificate, Liverpool TAFE

### **Interesets**

- Currently learning Spanish.
- Just returned from a 4 month round the world trip, including Hong Kong, Europe, USA, Canada, Cuba and Chile.
- Drawing, animation, comics and illustration.
- Over the past few years I have also participated in short visual arts courses during evenings and on weekends to further my drawing skills.

### **Referees**

Available on request