



8 Nightmist Grove, St Clair, Sydney, Australia

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TECHNICAL PROFICIENCY

SOFTWARE:



TECHNICAL KNOWLEDGE:

HTML, CSS3, Web Standards, Cross-browser compatibility, 960 Grids, Wireframing, JQuery, SEO, Jira, Fat wire, Magento, Shopfront, Confluence, SVN, Facebook apps, MacOS/Win.

DESIGN PROFICIENCY & METHODOLOGY

- UX design
- Agile approach
- Style guides
- Best design Practice
- Advertising campaigns
- Cross media campaigns
- EDM's
- Branding
- Typography
- Colour theory
- Template design
- Digital retouching
- Illustration
- Icon design

WORK HISTORY

GENERIC PUBLICATIONS

Senior Digital Designer - May 2007 - present

In addition to producing ad campaigns for companies like **EA Games, Microsoft, Activision, Sony, Samsung** and **Nokia**, I have been the primary UX & UI designer for Harvey Norman's launch into ecommerce paving the way for Joyce Mayne and Domayne online retail.

Job responsibilities:

Website design | Style guides | Branding | Quality control | Marketing campaigns for big name products | Design/Build and deliver rich content via multi CMS platforms (Fatwire, Magento, Shopfront). | Illustration and digital retouching for Digital marketing, Facebook app campaigns + more.

SHORELINE MARKETING

Web designer - Feb 2006 - Oct 2006

Designed and developed content for online gambling including web design, front end development, banner ads, EDM's and advertising exclusive to existing clients along with in-house promotional material.

MOOFACTORY INTERACTIVE

Digital Designer | Creator - Jan 2000 - present

I freelanced on a more permanent basis after Jan 2003 and did everything from web sites, branding and all the other standard print design to the more unique jobs like colour work for graphic novels, photographic retouching, book illustration and character design.

THE GADGET FACTORY

Web Designer - 2000 - jan 2003

I was responsible for a majority of visual content and brand identity, The company split in to **The watch network**: online marketing, web entertainment content and, **DigitalIDM**: software development for e-books and magazines.

Job responsibilities:

Brand design | EDM's | Banners | UI design | Illustration | Animated greeting cards Desktop Books | Story boarding.

OBJECTIVE

To expand into creating rich content for not only websites but also mobile devices, television, in-game content, social media and to grow into a higher level position.

ABOUT ME

I'm living in Sydney, I've been in the industry for over 10 years now and watched it grow. I always try to keep up with new design trends, standards and enjoy experimenting with new techniques or applications.

I have a great passion for the entertainment industry, This leads my interest in visually rich game title and movie web content. My illustration skills are the foundry for my visual style but are complimented by my design influences which balance each other out.

ACHIEVEMENTS

Artwork titled EVE published in Ballistic Publishing's book "ELEMENTAL" gaining world wide coverage

Character Mascot for Harvey Norman Ofis

Won in NSW Lotteries Scratchie Design Competition

Got the opportunity to Work as a colourist for a comic book, The eldritch kid

FORMAL EDUCATION

2004-2005 - WSI TAFE:
Diploma in Information technology
(web design /Development)

1998 - 1999 - WSI TAFE:
Diploma in Graphic Design

1997 - WSI TAFE:
Certificate in Occupational Studies In Arts & Media

1996 - WSI TAFE:
Colour & Media and Computer Skills For Design

1995 - UNIVERSITY OF WESTERN SYDNEY:
Traditional Animation Practices

REFERENCES

Details available upon request

ELSA HAPPONEN - Marketing Team Manager
Generic Publications

LAWRENCE BROOK - UX Team Manager
Formerly Generic Publications