



## Skill Set

### WEB

- GUI design & development
- Site update & re - design
- Affiliate marketing
- Flash animation & navigation
- Basic javascript
- Chatbot development
- e - books & e - greeting cards
- email newsletters & advertising
- Banner ads
- Popup advertising strategies
- Business idea development
- Web hosting & domain setup
- Tableless css design
- XHTML & CSS compliant & validated

### PRINT

- Corporate ID
- Business cards
- Stationery
- Promo Flyers
- Logo & branding

- Typography
- Layout design
- Posters small to large format
- Cd cover design
- Clothing design
- Apparel artwork
- Multi page brochures
- Catalogues

### PHOTOGRAPHY

- Photo retouching
- Photo Manipulation
- Glamour shots
- Photo Restoration
- Digital compositing
- Digital mattes
- Conceptual art
- Photo realistic textures for 3D
- Batch image processing
- Deep etching
- Digital makeup techniques

### ILLUSTRATION

- Life drawing
- Pixel art
- Freehand illustration
- Conceptual art
- Colour and lighting fx
- Character design

### GENERAL

- Idea conceptualising & development
- Revenue generation through content creation
- Working well with pressure under tight deadlines
- Learning quickly & adapting to any job
- Working efficiently alone or as a team player
- Working remotely or in house
- Work from idea to finished product
- Methodical & lateral thinking
- High regard for constructive criticism
- Giving detailed feedback on tasks
- All round skilled designer & creative
- Bringing ideas to the table outside the square
- Striving for a high standard quality of work

## Tool Set

#### Print:

Photoshop CS3 - 10 years  
Illustrator CS3 - 10 years  
Indesign CS3 - 1.5 years



#### Web:

XHTML , CSS  
Flash CS3 - 3 years  
Action Script  
Dreamweaver CS3 - 6 years



Platforms: Win95 - Vista | Mac OS X

## Career Achievements

- Gaining valuable working knowledge of offset printers and other processes on the print house floor.
- Being the key role in the revenue generation of over \$300.00 U.S per month through the content creation for advertising and other media for "The Gadget Factory", trading as "The Watch Network".
- CD cover design for Imogen Bailey's demo CD which gave her visual presance to break into the music industry.
- Producing branding for music talent "ULTRASUN" supported by EMI records and Ministry of Sound and production of branding for Ultrasun's manager One Music Management, which lead to my first commercially printed design. Ultrasuns CD single "We Can Run Away".
- My Artwork being published in Ballistic Publishing's book "ELEMENTAL" gaining world wide coverage.
- Watching my long standing client Equest Consulting's website grow from nothing and expand reflecting the growth of Equest as a company.
- Getting the opportunity become a colourist for a re-release of a graphic novel called "The Eldritch Kid" through Phosphorescent Comics.
- Working on High profile retail advertising accounts in both National and International marketing campaigns for Domayne, Harvey Norman Ausrtalia, Harvey Norman Newzealand, Harvey Norman Ofis and more.

## Employment History

### GENERIC PUBLICATIONS - Web Designer

(2007 - Present)

Generic Publications is a Devision of Harvey Norman Holdings which act as their in-house advertising firm for both press and web. I was hired to Primarily work as a front end web designer; however my job also requires me to work on press ads and catalogues from time to time. In the web department I maintain and update websites across several accounts including but not limited to HN Australia, HHN Newzealand, HN Irland, Domayne, HN Flooring, HN Commercial. HN.com.au was recently completely re-designed in which my role was to develop a new look for our games section of the website. I also designed the online game store including the launch marketing campaign. Ive also worked on some large advertising campaigns such as the Halo 3 launch. I also designed the HN Ofis charicrter masscott which was chosen out of over 30 other designer applicants.

In my time spent there my css and flash skill have greatly improved and I have been exposed to XML and proper Validation and best practice web standards as well as usability practices. Recently all of us took advanced CSS training which greatly improved our workflow and improved our knowledge and understanding of good CSS design along with cross browser compatability.

## SHORELINE MARKETING - Web Creative Designer

(2006 - 2006)

I became employed to design and develop a wide range of work for online gambling involving web site design, banner ads, email newsletters and advertising exclusive to existing clients along with in-house promotional material. I was considered an asset to the company and my work was highly regarded by my employer.

## MOOFACTORY.COM - Manager - Creative Artist

(2002 - PRESENT)

Starting my own design studio in January of 2003 after leaving my previous employer, I have been developing a great number of business ideas and concepts. While still in development, my online design studio and eventual entertainment network has grown as I have in the freelance design world. I have had the privilege of working with some very important clients in my time and have developed strong ongoing professional relationships with them. I have noticed over time that as I have matured so have my skills and body of work. I have mainly been taking on clients that require web related design work but have also had clients requiring printed design work along with photographic retouching and restoration.

## THE GADGET FACTORY PTY LTD - Web Creative - Graphic Designer

(2000 - 2003)

I soon became a key role in the direction of the company as I am responsible for the vast majority of all creative and visual content and visual identity of the company. Spanning over 2 split sub sections, The watch network being online advertising and web content entertainment and DigitalDM being software development for downloadable creative content. Through my employment the company went through dramatic changes, without a creative director or other designers, I adapted to managing myself and had total creative control of the creative department.

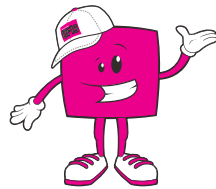
### KEY RESPONSIBILITIES:

Web design and development - Email newsletter and advertising creation - Developed overall visual identity of company  
- Trained to use in house software to create downloadable animated interactive e - greeting cards, e - books, e - browsers and software based popup advertising technology - Trained to run autonomously with the absence of a creative director, All creative work taken from conceptual to completion.

## PRINTED REFLECTIONS - Jr Designer

(1999 - 1999)

Designed mostly business cards, general stationery and small publications. At times when I was required to do so would run the studio alone, taking phone calls, carrying out multiple jobs, speaking and negotiating with clients over the phone and in person. Going to and from the studio to the offset printers and making changes etc.



## Freelance

### 2000

- **KRT Consultancy** card
- **Kc's Restaurant** card, logo, flyer
- **Mr Roof** card, logo

### 2001

- **K@ Communications** card, logo, letterhead
- **Games of Indi** singularity logo
- **Laugh out Loud** logo

### 2002

- **Mission Possible** logo, price list
- **Red Engine** logo, card, Letter head
- **Models Max** logo
- **Ultrasun** logo
- **Imogen Bailey** photographic retouching
- **Imogen Bailey** calender cover
- **Imogen Bailey** cd cover
- **Colin Fabig** party Invitation
- **Australian Girls Magazine** logo
- **Floor Bros** logo, card
- **My Boomarang.com** card
- **Webxplore** website, logo, card

### 2003

- **EQuest Consulting** website 1.0, brochure, card
- **One Music** logo, letterhead, card
- **Katie Michaelson** times3music logo
- **Expedition Somewhere** website
- **Digital Dm** e-brochure
- **From the ditch** logo, website
- **Keswick Island** website update, brochures
- **Flowers by the vase** logo, card
- **Supafly** the lick selection logo
- **Our Macarthur** logo, website interface
- **Minibooks.com** logo
- **Getpaidforserveys.biz** website

### 2004

- **Equest consulting** website 2.0, brochure, card
- **Northpak packaging** logo, card, website
- **Duke Video** logo, website
- **Perfect Choice** logo
- **Ski Kaos** website interface mockup
- **NSW Lotteries** scratchie design
- **Ad Check.net** website, logo
- **The Watch Network** card
- **Beethoven Computer Services** website

### 2005

- **EQuest Consulting** website update 2.5, card
- **Centaur Software** website mockup
- **Advanced Airbrush** website mockup
- **Ballistic Publishing** artwork published

### 2006

- **Vision Display Products** website
- **EQuest Consulting** website update 2.9
- **EQuest Consulting** brochure
- **EQuest Consulting** knowledge base
- **EQuest Consulting** careers form
- **Crystal Palace Online Casino** banner ads
- **Todd Hammond** lounge design
- **Sony** flash e-learning sample
- **Happener Recruitment** logo, card

### 2007

- **Australia Pacific** website mock up
- **EQuest Consulting** website update 3.0
- **Phosphorescent** the eldritch kid colourist

## Education Training

- **2005** - WSI TAFE:  
Diploma in Information technology Website Development
- **2004** - WSI TAFE:  
Certificate IV in Information technology Website Design
- **1999** - WSI TAFE:  
Diploma in Graphic Design
- **1998** - WSI TAFE:  
Certificate IV 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
- **1994** - ST CLAIR COMMUNITY COLLAGE:  
Still Life/Real Life Drawing

## References

 Details available upon request

**MARTIN ANDERSON** - CEO  
Generic Publications

**MERERK BIELER** - Web Manager  
Generic Publications

**BRIAN GOODMAN** - Director  
Shoreline Marketing