

DM

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WORKHISTORY

Green Cross Health

www.greencrosshealth.co.nz
Auckland, NZ
2015-present

DESIGN MANAGER

- Guardian of all things brand within the Green Cross Health group - including Life, Unichem, Living Rewards, The Doctors and Green Cross Health
- Mentoring a small but very busy design pod within the company
- Presenting UX/UI concepts and designs to internal stakeholders
- Liaising with external stakeholders - including frontend developers, photographers, stylists, CEO's, executives and many more
- Training in-house team to align with KPI's

Postie Plus

www.postie.co.nz
Auckland, NZ
2014-2015

ART DIRECTOR

- Full ownership of creative work developed by graphic design team ensuring brand consistency across work
 - Manage team performance to ensure all production deadlines are met. Establish strong relationship with agency, working cohesively on campaigns together
 - Responsible for art direction all brand (shoot, design, artwork)
- Reason for leaving - business went into liquidation

Mahlab Media

www.mahlabmedia.com.au
Sydney, Australia
2013 Content Marketing Agency of the Year, finalist
2012-2014

HEAD OF DESIGN

- Strategic design lead
 - Pitching to new clients with Managing Director and Group Content Manager
 - Being on the front foot when delivering highly creative concepts to big brands
 - Conceptualizing and creative direction for magazines, photo shoots, and design team. Briefing photographers and free-lancers & sourcing of location shots (both studio and location shots)
 - Creative direction of printed and digital titles like Giftrap, Insurance Risk Brokers, Mortgage and Finance Brokers Credit Advisors and more
 - Managing a team of nine designers and outsourcing (when needed) to freelancers
- Reason for leaving - moving to NZ for family

PMP Digital Pty Ltd

www.pmplimited.com.au
or www.dimensionstudios.com.au
Sydney, Australia
2010- 2012

SENIOR ART DIRECTOR

- Project management of design team, production and photography to deliver high end product
 - Direction of (high rotation) photo shoots, both on location and in studio
 - Mentoring a team of Art Directors
 - Client facing with Account Director to client
- Reason for leaving - role was made redundant

EDUCATION

Macleay College

Diploma in Advertising
(Sydney)

Sydney University

Graphic Design

Sydney Church of England Grammar School

A LITTLE EXTRA

HTML, CSS& Web

Design Circuit

General Assembly

New Zealand

Certificate in Business

(**First Line Management**)
(Level 4)

GREAT

Indesign

Photoshop

Illustrator

After Effects

Adobe Premiere

GOOD

HTML & CSS

Sketch

EDM clients

Sublime Text

REFERENCES

Supplied on request

PREVIOUSCLIENTS

