

DM

David MacPherson
49 Commissariat Rd
Mt Wellington, 1060 Auckland
P. +64 27 318 0853
E. davidmacpherson01@gmail.com
W. davidmacpherson.co



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 group
- Presenting UX/UI concepts and designs to internal stakeholders
- Liaising with external stakeholders - including frontend developers, photographers, stylists, CEO's, executives and many more
- Building an inhouse content studio, with audio & visual, lighting and editing
- Designing and building design software for franchisees to access
- 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)

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

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

EDUCATION

Macleay College

Diploma in Advertising
(Sydney)

Sydney Church of England Grammar School

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

HTML5 & CSS
Sketch
EDM clients
Sublime Text

REFERENCES

Supplied on request

PREVIOUSCLIENTS

