

DM

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WORKHISTORY

KPMG New Zealand

www.kpmg.co.nz

Auckland, NZ

2018- present

HEAD OF CREATIVE

- Provide creative/strategic direction for the creative team based in Auckland and Wellington
- Design, layout and production of print, digital and social promotional materials used across a variety of mediums and channels
- Delivering campaigns, sales material, sponsorships, partnerships and events
- Setting up content arm within KPMG and increasing efficiency in deliverables
- Upskilling team to align with business strategy
- Promote a nurturing environment for designers, with regular catch ups and mentoring growth

Green Cross Health

www.greencrosshealth.co.nz

Auckland, NZ

2015-2018

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
- Liasing with external stakeholders - including frontend developers, photographers, stylists, CEO's, executives and many more
- Designing and building design software for franchisees to access
- Upskilling team to align with business strategy

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

EDUCATION

Macleay College

Diploma in Advertising
(Sydney)

Sydney Church of England Grammar School

LITTLE EXTRA



HTML, CSS & Web
Design Circuit
General Assembly



User research, Information
Architecture, User testing
& Prototyping
Design Assembly

New Zealand
Certificate in Business
(First Line Management)
(Level 4)

GREAT

Indesign
Photoshop
Illustrator
After Effects
Adobe Premiere
Experience Design (XD)

GOOD

HTML5 & CSS
Sketch
EDM clients
Sublime Text

REFERENCES

Supplied on request

PREVIOUSCLIENTS

