

Hi.

First of all a choice - **A** or **B** or both.

A.

Specializing in concept development, creative direction and art direction for digital advertising, I've been an active contributor in the digital space since 1995, with involvement in the concepting, planning, development and production of long list of digital projects from agencies including BBDO Melbourne (AU) to Agency Republic (UK), and in recent years, Poke London (UK) and Wunderman (AU)

My key skills lie in Creative Direction, Development and realization of integrated through-the-line campaigns, Art Direction and Design.

B.

What I do? Creative Direction, Development and realization of integrated through-the-line campaigns. I come from a background in Graphic Design and Advertising via Swinburne in Melbourne, and ended up in the UK (Stoke Newington, London to be exact).

What is it I do now? To be, again exact, I work with amazing people to create very good things - I say good because it's not everytime you get a superlative out the door, it's just that if the least of it is very good then it's far better than average - depending on the whole team.

And when it really works it's amazing, I love it, get so much from it and feel like I could do it forever.

Specifically? I take a brief and develop it toward an outcome, I pull together the right people, develop a good approach and being solving the problem. Then once it's developed I work with other good people to make it.

And in a little more detail:

My key skills are around Conceptual development, creative direction and art direction for digital advertising, I've been an active contributor in the digital space since 1995 (that, my friends, is about 12 years now), with involvement in the concepting, planning, development and production of long list of digital projects from agencies including Sausage, Atomic and BBDO Melbourne (AU) to Poke London and Agency Republic (UK) .

The majority of my time has focused on the Internet as a marketing channel, giving me a fairly wide and well informed view of the full-spectrum of online advertising mechanics. Through this I get to apply as omuch as possible and wide range of online advertising solutions - everything you can think of really and more, depending on what the geniuses are developing in the dot/slash ether.

I also contribute actively as an editor to bannerblog.com.au, a site dedicated to discussing and showcasing current and past work (we won a webby this year). Bannerblog also allows for a great network of talented creative people, more and more all the time.

Thanks.

FAIRLY RECENT HISTORY

2007-2008 **WUNDERMAN - MELBOURNE**
CREATIVE GROUP HEAD - INTERACTIVE

- Creative Direction
- Strategy
- Art direction
- Team management

Clients: Ford, Kraft, Origin Energy

2006-2007 **AGENCY REPUBLIC - LONDON**
CREATIVE LEAD

- Creative Direction
- Art direction
- Team management

Clients: BBC, Diageo (Pimms, Smirnoff), Playstation

2004 – end 2006 **POKE - LONDON**
CREATIVE

- Creative direction
- Art direction
- Talent resourcing
- Development of advertising creative department and folio

Clients: Orange, Yahoo, American Express RED, Christian Aid, Boots, Diageo, Coca-cola

2003-2004 **AGENCY REPUBLIC - LONDON**
ART DIRECTOR

- Development of design concepts for digital clients
- Art direction
- Creation of advertising

Clients: O2, BT, Samaritans, Nationwide, Ebookers

2003 **CORPORATE EDGE - LONDON**
CONCEPTUAL DESIGNER

Clients: Pearson Holdings, Reed Elsevier

2002 **GEORGE PATTERSON BATES MELBOURNE**
CREATIVE CONSULTANT NINTENDO AUSTRALIA

2001 – 2002 **JOINT DIRECTOR OF THE HERE GROUP - MELBOURNE.**
Clients: AXA , Cussons, Gatecrasher, Issey Miyake, Nintendo.

2001 - 2002 **NATIONAL SCHOOL OF DESIGN - MELBOURNE**
LECTURER IN NEW MEDIA

2000 **CLEMENGER BBDO (MELBOURNE) DIGITAL**
CREATIVE DIRECTOR

Clients: Daimler Chrysler, Yellow Pages, Mars, Adidas.

- 1999 **SAUSAGE SOFTWARE - SAUSAGE INTERACTIVE (AU)**
HEAD DESIGNER / ART DIRECTOR
- 1997 - 1998 **ATOMIC MEDIA (AU)**
- 1997 **THE PURPLE GROUP (AU)**
- 1996 **SWINBURNE DESIGN STUDIO**

EDUCATIONAL QUALIFICATIONS

- 1996 Bachelor of Arts in Graphic Design - Honours with Distinction
Swinburne (National) School of Design, Melbourne
- Design Studio
 - Excellence in Multimedia award 1996
 - Advertising practice
 - Client based projects as studio practice
- 1992 - 1995 Bachelor of Arts in Graphic Design
Swinburne (National) School of Design, Melbourne
- 3 year design degree course incorporating fine arts practice
 - Excellence in Multimedia award 1995
 - Advertising practice

REFEREES & REFERENCES

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Specific referees for relevant roles can be contacted as required. Please contact via phone or email for full details.

References furnished upon request.

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