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ACADEMIC QUALIFICATIONS

Tertiary

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|------|-----------------------------------------------------------------------------------------------|
| 2000 | Advance Diploma: Graphic Design and Multimedia
Western Australia School of Art and Design. |
| 1999 | Diploma: Graphic Design and Multimedia
Western Australia School of Art and Design. |
| 1998 | Certificate IV: Graphic Design and Multimedia
Western Australia School of Art and Design. |

EMPLOYMENT HISTORY

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|----------------------|----------------------------------------------------|
| Feb 2008 – Present | Design Studio Manager – The Marketing Mix. |
| Oct 2007 – Feb 2008 | Freelance Design Consultant. |
| Mar 2006 – Sept 2007 | Graphic Designer – Minuteman Press Osborne Park. |
| Jun 2001 – Feb 2006 | Graphic Designer/Shop Manager – Docuprint Pty Ltd. |

ACHIEVEMENTS

- Managed Design Studio for The Marketing Mix 2008 - present.
- Original music composition distributed in the USA through HeyDay Records 2009.
- Released self published debut CD 'August' 2007.
- Taekwondo Red Belt 3 – 1st Gup June 2006.
- Managed Docuprint Pty Ltd 2003 – 2005.
- Folio Piece published Design Graphics Portfolio Edition 2001.
- Illustration Award – Graphic Design and Multimedia Course 2000.
- Notable Entry: Design Graphics cover competition 2000.

SKILLS

Design

- Created comprehensive layouts utilising typography, photography, illustration and computer-generated imagery for a variety of design briefs.
- Supervised design and art direction of client briefs in a studio environment.
- Worked as part of a design team as both mentor and member.
- Applied creativity, imagination and solid research to design briefs.
- Initiated a sense of colour and form in all design layouts.
- Integrated graphics developed with Adobe CS4 to produce dynamic websites for clients both local and interstate.
- Developed email campaigns to a monthly schedule including speculative artwork to increase sales and company profile.
- Designed press advertisements to publication deadline, enhancing client brand.
- Developed printed stationery to suit client's budget and corporate identity.
- Designed a multitude of printed matter including brochures, booklets, manuals and catalogues promoting goods and services for a variety of clients.

SKILLS [CONTINUED]



Pre-Press

- Produced press ready PDF's of client artwork using a variety of software applications.
- Prepared client files for pre-press incorporating making of film/plates and colour separations.
- Possess a solid understanding of various output requirements including offset printing, digital printing, press advertisements and screen design.
- Possess a solid understanding of the importance of file formats for design/print and their end use.
- Understanding of ink weights and colour profiles for offset print, newsprint and magazine reproduction.

Communication and Client Interaction

- Maintained professional output utilising strong communication skills to resolve design briefs to client's satisfaction.
- Communicated with clients via email, phone, fax and in person to resolve their design needs.
- Able to visualise and conceptualise ideas to suit client requirements.
- Submitted artwork proofs to clients for approval via email, fax and post.
- Processed orders received via telephone, facsimile, email and sales representatives.
- Delivered oral presentations to clients on campaigns incorporating visual guides.
- Prepared written rationales for clients and sales representatives.
- Presented design concepts to a group of people utilising handouts and video resources.

Production, Organisation and Time Management

- Managed a multitude of client briefs within the same time period on a weekly basis.
- Delivered design, print and advertising projects within required deadlines.
- Managed staff in order to meet design and print project deadlines.
- Managed jobs from inception to completion, tracking the status of the job at various stages including plate making, paper stock ordering, printing, finishing and delivery.
- Developed internal graphics hand-book incorporating graphics procedures, internal procedures, asset management and handover of press ready artwork for both internal and external print processes.
- Developed intranet resources in HTML format that can be updated internally.
- Utilised Microsoft Outlook for task scheduling and inter-company communications.
- Demonstrated problem solving skills for a multitude of tasks.

Management and Administration

- Managed the design functions and human resources of The Marketing Mix' graphics department; including systems development, policies and procedures and staff training.
- Liaise and coordinate with staff, clients and suppliers in relation to graphic design, marketing collateral development and artwork production.
- Conduct performance reviews for creative staff on a six monthly basis.
- Managed weekly training sessions in the design studio where experience and skills can be shared, strengthening the design team.

Software Applications

- Adobe CS4 including InDesign, PhotoShop, Acrobat, Illustrator and Dreamweaver.
- Adobe Audition 3.0.
- Microsoft Office Suite.
- Corel Draw.
- Quite Imposing (Acrobat Plug-in)
- Print Shop Mail (variable data).

REFERENCES

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|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| ■ Alan Morris
Director
Docuprint Pty Ltd
M: 0402 036 578 | ■ Peter Hitch
Owner
Minuteman Press Osborne Park
Tel: 08 9440 3211 |
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