

## Senior Designer

UI / Digital / Video / Print / Musician / VJ / DJ

Highly innovative and successful Senior Designer who is results driven and has an advanced understanding of production pipelines, software packages and post production processes ensuring cohesion between clients and creativity in end user outputs which exceed all expectations.

Proven abilities in fast paced and dynamic commercial environments. Relates well to a variety of people and maintains a strong focus on excellence in presentation and functionality.

## Key Skills

Technical Knowledge  
High Ability to Influence  
Business Development

Strong Networks  
Relationship Development  
Strategic Alignment

Effective Communication  
Project Management

## Areas of Expertise

**User Interface:** Design, XML Coding, Prototyping, Graphics Management / Workflow.  
**Web:** Strategy, Architecture, Design, Interface, Maintenance, Animation, Knowledge of HTML5, CSS, JQUERY, PHP.  
**Print:** Production Management, Graphics Setup, Origination, Finished Art.  
**Digital Video:** Camera Op (DSL), Capturing, Editing, Motion Graphics, Audio.  
**Audio:** Recording, Mixing, Engineering.  
**Software:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Flash, Edge Animate) Final Cut Pro, Logic Audio.

All of these skills combined are a channel for my creative outlet, which are founded in Design and Music, my primary source of motivation / inspiration.

## Significant Achievements

- Key contributor to the ongoing success and positioning of Serato in the industry as the leading provider of DJ software.
- Collaborative efforts for product design and integration into high profile technology partners including Rane, Vestax, Pioneer, Ortofon, Ableton, Allen and Heath, Denon and Numark.
- Completing the design of a S-120 turntable stylus range including the product concept, design, production and point of sale packaging.
- Defining and developing the Video plugin for the Serato DJ software, which has won numerous awards on the international arena.
- Working closely with internationally acclaimed artists Shepard Fairey, Misery and Eric Orr to design and produce leading artworks for inclusion in Serato products and packaging.

## Professional Experience

**Senior Digital Designer**  
FCB

**2014 - 2018**

As Senior Digital Designer, I had the responsibility of training and upskilling the Studio team in all things Digital Design. I was the go to regarding problem solving any issues the team have involving any aspect of Digital Design production, as well as keeping up with normal BAU production. I also handed the Quality Assurance of all digital elements produced by studio. Areas of responsibility included:

- Working closely with external and internal teams to develop all Digital assets.
- Working with Digital Producers, Account Executives and outside vendors to scope out Digital requirements and works on producing high level Digital functionality.
- The point person for Digital related questions and the authority with regard to the Digital development process.
- Plays an advisory role with regard to the internal team.
- Works with the Digital Creative to improve efficiency, develop high level functionality

- Creation of a range of online elements ranging from web pages, HTML5 banners and email campaigns.
- Work with the Creatives, Digital Designers and Digital Producers, other departments and development partners when necessary.
- Design and implementation of Digital projects that are compliant with technical and accessibility standards as agreed with the Digital Designers and Digital Producers.

## **Art Director / User Interface Designer** Serato

**2006 - 2013**

### **Art Director**

As Art Director I held responsibility for developing creative design solutions and the overall design direction for Serato Audio Research. I ensured designs were effectively communicated with the target audience, while maintaining corporate identity and design standards. Areas of responsibility included:

#### **Brand Management:**

- Overall responsibility for the development of brand design guidelines, company look and feel.
- Ongoing maintenance of the brand appearance through the development and enforcement of content and design standards.
- Ensuring high design/production quality is maintained and that all design elements are relevant and consistent.
- Design and maintain the visual look and feel of all products.
- Ongoing liaison with customers and partners of Serato to maintain technical design standards.
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#### **Relationship Management:**

- Collaboration with product managers and other stakeholders throughout the company to proactively gather and understand customer, partner, and stakeholder needs in order to create the best user presence possible.
- Working closely with product managers and the marketing team to design, implement, and maintain the designs.
- Work with developers, system engineers, and QA engineers throughout the product development, testing, and implementation phases to ensure design integrity.

#### **Business Development & Strategy:**

- Create and implement design solutions suitable for use across all media.
- Monitor trends internally and externally, conducting industry research to remain current on best practices, competitor designs, and emerging technologies.
- Enhance Serato's reputation by accepting ownership and accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

#### **Project Management:**

- Co ordinate and handle multiple projects, deliverables and balance priorities to meet deadlines.
- Develop prototypes by creating look and feel of the concept, testing prototypes.

Creating a suite of cohesive logos and tools, allowing seamless branding for users developed the Serato brand into a consistent, world class brand strongly aligned with the core values and corporate identity of the business.

### **User Interface Designer**

As User Interface Designer, reporting to the Head of Research and Development, I was tasked with the design, prototype creation, development and maintenance for all of Serato user interfaces. Key responsibilities included:

- Implementing UI elements and layouts that meet the vision of the product owners and UX lead.
- Providing graphic design resource to scrums teams, including joining scrum teams for sprints.
- Creating mock-ups and iterations of UI elements and layouts for user testing.
- Providing prototype and shippable implementations within code of designs.
- Developing and maintaining art resources to be used during application development.

Within this role I successfully restructured and rewrote the GUI XML code for the latest product Serato DJ. This rewrite of the coding ensured that future updates and maintenance could be completed more efficiently while also making the product more modular and easier to access for future prototyping.

### **Academic Qualifications**

Bachelor of Arts, Visual Arts, Design Major	Deakin University	1994-1997
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## Earlier Professional Experience

Dirty Records	Digital Content Manager	2006
Contract Creative	Aquent (Auck)	2005 - 2006
Creative	Plastyctoy (own business) (Melb/Auck)	1999 - 2005
Creative / VJ	Kog Transmissions (Auck)	2001 - 2003
Senior Creative	Webmedia (Auck)	2001
Senior Designer / VJ	Toybox Studios (Melb)	2000 - 2001
Contract Senior Designer	Aquent (Melb)	2000 - 2001
Senior Designer	Citrus Internet (Melb)	2000
Contract Senior Designer	Rythmn media (Melb)	1999 - 2000
Contract Senior Designer	Millsharding (Melb)	1999
Senior Internet Designer	Eclipsegroup (Melb)	1998 - 1999
Designer	Citysearch (Melb)	1998
Work-Experience Designer	The Age Newspaper (Melb)	1997

## Professional Client Affiliations

- Dirty Records - Scribe, P-Money, Frontline
- Dirty Dog
- Frequency Media
- Redbull
- Pulp Magazine
- Sky TV
- Lion Breweries
- The Darkroom
- Uprising Records - Concord Dawn
- Fluidex
- Dairy Transport Limited NZ
- Playstation
- Big Day Out
- Lightspeed
- Inside Out Productions
- NBC
- EMI - Breaks Co-op
- Dot Ink
- Universal Music NZ
- Trade NZ
- Kog Transmissions
- Spacific UK
- Brambuie
- Reliable Records

## Awards

- "Six Ball Overs" - A 30 second Sky Sports promotion for the 2002/03 Ashes Test Series between England and Australia Awarded Platinum at the Los Angeles Promax / BDA for BEST SPORTS PROMOTION FOR 2003
- Macromedia "What The Web Can Be Awards" 2001, 3rd Ecommerce, Spongestore.com
- "Site of the day" Spongestore.com, THE AGE NEWSPAPER June 2000

## Media

During my career, I have been featured in various magazines and a newspaper for VJing and Website Design.

"Pop Will Eat Itself"	Pulp Magazine	Oct/Nov 2002
"Last Night A VJ Saved My Life"	Pulp Magazine	Dec/Jan/Feb 2001
"Video Jamming Adds Zest To Saturday Night Fever"	The Age	23rd April 2001
"Tyrrells Wine Website Review"	Australian Creative	Winter 1999

## Personal Statement

Possessing strong communication skills and a friendly, outgoing nature has meant that I relate well to a variety of people and I am able to form strong and lasting relationships. Understanding the importance of work life balance, when I am not working I enjoying spending time with my young family, surfing, skating, gardening, tinkering with electronics, painting, making and DJing music, but of course, having fun!

## Referees

Available on request