

KEY ATTRIBUTES

- Versatile Senior Creative adept at seamlessly transitioning between Graphic Design, UX Design, and Art Direction.
- Demonstrated ability in conceptualising and conveying visual ideas.
- An eye for detail and hands-on approach to creative execution.
- Effective communication skills for building relationships with clients and stakeholders.

SKILLS

UX Design

- User Research
- Competitor Analysis
- Wireframes
- Journey Maps
- Prototypes
- User Testing
- Interface Design
- Stakeholder Management

Graphic Design

- Branding
- Web Design
- App Design
- Corporate Design
- Point Of Sale
- Presentation documents

Advertising

- Concept Development
- Art Direction
- Creative Leadership
- TV, Press, Outdoor, DM

Hi, I'm Mark – a Senior Integrated Art Director, Graphic Designer and UX Designer, dedicated to turning creative challenges into captivating solutions.

With a solid background in advertising, graphic design and UX, I specialise in creating immersive experiences that resonate with customers and drive results. Whether it's crafting direct marketing communications, leading ad campaigns, or refining UX interfaces, I'm your go-to creative thinker for work that has impact.

EXPERIENCE

Integrated Creative Designer (Freelance)

January 2024 to present

As a freelance Integrated Creative, I'm currently supporting startups and real estate agencies with their branding, web design, product design, and digital communications.

- Key responsibilities:
- Producing advertising assets, ensuring all deliverables meet specified requirements, are completed within budgetary constraints, and meet deadlines.
 - Manage stakeholder feedback and execution.
 - Liaise with external suppliers to assure quality control.

Graphic and UI Designer Cultiv8 (Contract)

October 2023 to December 2023

In my role as Graphic and UI Designer, I led the branding and design initiatives for Cultiv8 – an innovative tech startup in the early stages of developing a groundbreaking AI-powered music education platform – MelodyMinds.

- Key responsibilities:
- Designing the collateral for the MelodyMinds product, including website, digital assets and sales presentations. Ensuring a seamless fusion of aesthetics across all mediums.
 - Managing stakeholder feedback and execution.
 - Liaising with external web developers and animators.

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INDUSTRY SECTORS

Telecommunications

Telstra, Optus and Vodafone.

Automotive

Audi, Ford, Toyota and Lexus.

Healthcare

Aspen, Bristol-Myers Squibb, Novartis, Gilead and Pfizer.

Food and Beverage

McDonald's, Furphy Beer and Woolworths.

Finance

NAB, MLC, Westpac and American Express.

Startups

Cultiv8 and Everyt.

Real Estate

Search Party Property.

EDUCATION

General Assembly

UX Immersive Design certificate

Academy Xi

UX and UI Design certificate

ADMA Creative School

Certificate

AWARD School

Certificate

Enmore Design Centre

Associate Diploma in Graphic Design

SOFTWARE

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Canva
- Miro
- Wordpress/Elementor

EXPERIENCE (Continued)

UX Product Designer

March 2022 to July 2023

Everyt

In my role as UX Product Designer at Everyt, I steered the transformation of the Everyt EV charging mobile app, giving it a contemporary look and feel, and improving the user experience to cater to the evolving needs of EV owners.

Key Responsibilities:

- Refreshing an outdated platform to ensure a better user experience.
- Comprehensive competitor analysis to benchmark industry standards and identify areas for improvement.
- Lead user research initiatives to gather insights from existing app users.

UX Designer

January to March 2022

Pen CS (Contract)

As a UX Designer at Pen CS Health Informatics, it was my role to review the platform and propose changes to streamline the user experience for healthcare professionals nationwide.

Key responsibilities:

- Perform a heuristic evaluation of the existing eHealth platform.
- Collaborate closely with stakeholders and users to identify areas for improvement within the platform.

UX Designer

June to October 2021

Akelo (Freelance)

As a freelance UX Designer at Akelo Advertising, I played an integral role in various UX projects for McDonald's. Collaborating with a diverse team of UX and UI designers, I contributed to refining digital interfaces to ensure seamless and engaging experiences for users across various touch points.

Key responsibilities:

- Field research to gain insights into customer behaviour within the restaurant.
- Refining digital interfaces, including in-store and drive-through menus, the MyMacca's mobile app, and the McDonald's website to include the newly introduced MyMacca's Rewards messaging.

Art Director/Creative Lead

July 2018 to January 2020

Six Black Pens

As an Art Director and Creative Lead at Six Black Pens, I played a crucial role in crafting advertising campaigns for NAB and MLC Insurance. A significant aspect of my role involved simplifying complex propositions into easily understandable communications.

Key Responsibilities:

- Develop creative concepts for complex financial products.
- Work closely with Account Managers and clients, ensuring their expectations are effectively managed.

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INTERESTS

- Painting
- Old school skateboard collecting
- Swimming
- Bass and electric guitar

EXPERIENCE (Continued)

Creative Lead February 2016 to June 2018

The Works

As the Creative Lead on the Optus account, I led a team of digital designers in crafting CRM direct marketing campaigns designed to upsell existing customers through exclusive deals and promotions.

Key Responsibilities:

- Conceptualise and execute creative campaigns to maintain customer engagement with Optus.
- Oversee a team of Graphic Designers and Copywriters to ensure their work aligned with the Optus brand guidelines.

Art Director November 2013 to February 2016

DDB Remedy

Working closely with the Creative Director, I played an integral role in crafting advertising campaigns for healthcare brands Aspen, Bristol-Myers Squibb, Gilead, Novartis, and Pfizer, gaining invaluable insights into the intricacies of healthcare advertising.

Key responsibilities:

- Lead the ideation and execution of creative healthcare campaigns.
- Guide a team of Graphic Designers, ensuring their output complies with both client standards and healthcare advertising regulations.
- Work closely with Account Managers and clients to effectively manage and meet expectations.

Art Director January 2013 to November 2013

DDB RAPP

While at DDB RAPP, I developed advertising and direct marketing campaigns for Westpac, Telstra, Audi and Ronald McDonald House Charities. My role involved generating creative campaign ideas and overseeing the execution of both mainstream advertising and personalised CRM campaigns, ensuring they not only captured attention but also delivered quantifiable results.

Key responsibilities:

- Lead the brainstorming and execution of mainstream press advertising and direct mail campaigns.
- Oversee a team of graphic designers to ensure their work meets client expectations.
- Provide guidance and mentorship to junior graphic designers.