

EMPLOYMENT AND LEADERSHIP

- 2007-2009 Art Director, M&C Saatchi**
- Collaborated with interactive teams, clients, copywriters and planners, to conceptualize, develop and produce integrated advertising campaigns that solved complex communication problems
 - While working primarily on the Westfield account, a high profile national retail client, I worked to tight deadlines, juggled multiple projects concurrently and produced digital, print, collateral, point of sale, television and ambient initiatives
 - Articulated and presented creative concepts and rationales to clients and agency
 - Led and inspired junior team members and oversaw the production of approved concepts
 - Planned, executed and directed shoots for video and still photography
- 2004-2007 Art Director, IdeaWorks**
- As the creative lead on key fashion clients, I developed and presented large scale campaigns, fostered and maintained excellent client relationships and worked on retail and brand strategy
 - Presented numerous new business pitches with a personal success rate of 80%
 - Developed new retail brands such as national fashion chains, La Voca and Beach Culture These projects included strategic and concept development, naming through to store design, collateral, corporate identity design and branding systems
 - In 2007 I completed a company sponsored retail study tour of New York, London, Paris and Tokyo From my research I authored and presented a worldwide retail trends report, which provided key insights and inspiration for our major clients
 - I regularly worked on 8 projects at once and am able to think and respond quickly while maintaining attention to detail utilizing strong organizational, time management and interpersonal skills
- 2000-2007 Freelance graphic design**
- 2003 Selected by AGDA ACT to be part of six month mentoring program**
- 2001-2002 President of University of Canberra Graphic Design Club**

EDUCATION

- 2007 AFA Ad School- Strategic Planning Principles**
- 2004 Award School (Miami Ad school equivalent in Australia)**
- 2000-2003 Bachelor of Graphic Design, First Class Honors, University of Canberra**
- 2002-2003 Instituto Europeo di Design, Torino, Italy**

AWARDS

- 2006 Best Catalogue in retail shopping centre category, Australian Catalogue Awards**
- 2006 Highly commended in craft category, Australian Catalogue Awards**
- 2006 Highly commended in retail shopping centres category, Australian Catalogue Awards**
- 2003 Best graduating web designer**
- 2003 First Class Honors in Graphic Design**
- 2000 Graphic design 1st year prize for academic merit**