

ABOUT

I'm a hands on digital creative, UI designer & animator with a strong UX background. I like to be involved in all parts of digital design starting with the entire UX process.

I have a great understanding of UX but I still find my passion and talents lean more towards UI and interaction design. Defining interactions and focusing on how the user interacts with an interface to carry out particular tasks is very rewarding. This involves IA, user flows, wire-frames, storyboards, interactive prototypes, user testing, visual design and the creation of design systems, pattern libraries and visual style guides.

I also love to animate and have animated for almost every medium including broadcast, games, web and apps using After Effects, a host of plugins, Lottie and HTML5.

Over the last 15+ years I've had a fair share of recognition receiving awards from One Show Interactive, Promax, the Asia-Pacific Advertising Festival, Australian Direct Marketing Association (ADMA) and Desktop magazine's CREATE awards. Working as principle UI designer we received the Best in Class award for 'Digital Design App' from the Good Design Awards 2020.

TRACK RECORD

LINTAS ONLINE, Sydney, 1997-1999
Junior Designer

Highlights: Concepted and created three 15 second 3D animated commercials for Mastercard which were shown in cinemas across Australia.

WALMAC INTERACTIVE, Sydney, 2000-2004
Senior Designer

Awards won:
-Indig.com, Macromedia site of the day
-Foxkids.com, silver at PROMAX for best website design and One Show merit award.

EURO RSCG 4D, Sydney, 2005-2006
Multimedia Director
Art direction and management of Flash projects, concentrating on work for Sony Australia.

Awards won:
-Sony Wega Theatre - ADMA & the Asia Pacific Advertising Festival.
-Sony DVD World: Finalist/Asia Pacific Advertising Festival
-Sony.com.au: Winner - Best Business/eCommerce - AIMIA
-Award nominated campaigns for Sony BRAVIA LCD televisions and Sony WALKMAN personal audio players.

FREELANCE, London, 2006-2008
Art Director/Designer

Freelancing at Saatchi & Saatchi, Digital Outlook, Dare Digital, Agency.com, AKQA, RMG Connect, Tequila and Haygarth.

ACTIVE ASIA, Singapore, 2008-2009
Freelance Art Director/Designer for 'Hot Property'

CREATA, Sydney, 2009-2011
Digital Creative Director

Responsibilities - Creative direction, new business pitches & management of design team.

Pitch Wins:
McDonald's corporate website & EA Sports Global

FREELANCE, Sydney, 2012-2014
Digital Creative / UX / Designer & animator

WESTPAC, Sydney, 2014-2018
UX / Senior UI designer.
IA, User Flows, Wire-frames, Storyboards, Interactive prototypes, User testing, Visual design, animation and art directing two in house dev teams.

86 400 Smart Bank, Sydney, 2018-2020
Principle UI/UX designer
App design, design system, brand guidelines, animation and interaction design. Won Best in Class for 'Digital Design App' Good Design Awards 2020

Education

BILLY BLUE, Graphic Arts & Advertising, 1994 -1996
Advanced Diploma

General Assembly, UXD, 2014

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